

Spins Merry-go-Round

ONE WAY TO GET AWAY FROM IT

NEW YORK, Feb. 24.—Radio actor Byron McGrath, and his wife, Grace Coppin, both among the top lieges in the field for years, recently decided to get away from it all. Two weeks ago they did so, with a vengeance.

The McGraths are now en route to Ecuador, where they have secured a government office to operate an ocean cruise plant. It'll be the first of its kind in the country, and will be located in the capital, Quito.

Chorus from the envious: "Mike ours vanilla."

\$1,600,000 in Bootlers' Till

NEW YORK, Feb. 24.—Discreet contributions to the performance Trust Fund for platters sold during the last half of 1956 have evolved a record-breaking \$900,000 according to estimates based on money already received at the office of trustee Samuel R. Rosenbaum.

The trustee's fourth report and statement, out his week, shows that \$732,755 was paid in for the first.

3 Colleges Top for BB 'Darkness' Idea

NEW YORK, Feb. 24.—Three colleges, Birmingham—Southern, Iowa State Teachers and the Harvard Theater Group of Harvard University, have been quick to respond to requests to the BB board on a recent offer made by the Playwrights' Company to grant permission for accredited college theatrical groups to produce their current anti-Commie Broadway smash, *Darkness at Noon*, royalty free.

This paper was asked by the play company to handle requests

It's Tuff All Over, Down Under as Well

SYDNEY, Feb. 24.—Local shortage of legit theaters faces another set-back. The 25-year-old Tattler Theater has turned in the balance of its 50-year lease for auction.

The Tattler was built on land still owned by the Sydney City Council, and at that time a 50-year lease was secured by Australian Pictures Palace Ltd., which presented it for some years before subletting the house for legit shows.

Auctioneers, L. K. Hooker, Ltd., stated five prospects are interested in acquiring the premises; these include automobile as well as theatrical interests.

SEE THE BILLBOARD, MARCH 17 ISSUE, featuring a Special Section for Jack Ben-Eden, featuring a 9 to 11 P.M. show at the Chicago Convention, Palmer House, Chicago, March 12.

Dealer Tycoon Buys into Science Flicks

Para Sells 350G Fairbanks Series Share to Combine

HOLLYWOOD, Feb. 24.—Paramount Pictures this week sold its interest in Jerry Fairbanks' series of 85 Popular Science shorts to TV film distributors Toby Anghini and Elliott Hyman for \$350,000. Fairbanks originally made the one-reelers for Paramount release but stepped production two years ago with termination of his studio contract.

Alto Fairbanks owned the pic, Paramount held world distribution rights. The deal climaxes more than a year's negotiations. Paramount still holds distrib rights to the other Fairbanks-produced shorts, including 50 Speaking of Animals and 78 Unusual Occupations.

According to Anghini, who until

(Continued on page 8)

ABONG'S A BONG, BOYS; PLAY FAIR

NEW YORK, Feb. 24.—The Metropolitan Life Insurance Company, sponsor of Allan Jackson and the News, the short-changed a bong. Claret sent a letter to the web outlining its complaint and stating, "We have had a letter from a listener who regularly tunes his radio in to the 9 o'clock news. Last week he was shocked to hear only five songs of the lower bell introducing Allan Jackson. We are calling your attention to the fact. You owe us one bong."

G.I.'s To Get T Via Kine Plan

NEW YORK, Feb. 24.—Television is finally moving into the overseas armed forces, entertainment picture, or at least trying to work out a practical plan for sending kinecopies of top shows to fighting men abroad.

Key figure in the development on the TV side is Gen. Lyman Munson, director of operations of the National Broadcasting Company, who has been contracting top government officials with the idea of working out plan for the project. Holding up the plan at the moment is the usual official red tape as to which agency in government and/or the armed forces should handle the project.

General plan would naturally be patterned after the structure under which the Armed Forces Radio Service gets radio shows and recordings from the Hollywood Activities Com. Ittee gets master prints of films overseas for troop entertainment.

But that most support is being given to it acting first. They will be given roles as standard, their bit parts, and finally leads.

Fryer claimed that those thespians who don't qualify at the audition are mainly hampered by lack of sufficient training and experience. "Their acting has a flat, one-dimensional quality," he stated. "Of the 5,500 actors and actresses heard, CBS-TV had found 500 who could be used for smaller parts, but that most support is being given to it acting first. They will be given roles as standard, their bit parts, and finally leads."

Fryer added, however, that out of the 5,500 actors and actresses heard, CBS-TV had found 500 who could be used for smaller parts, but that most support is being given to it acting first. They will be given roles as standard, their bit parts, and finally leads."

Deanery Exits L don; Geller Hits Mercury

Kapp Settles Rumor of His Bow-Out; Tawny Neilson First Fem A.R. Chief

NEW YORK, Feb. 24.—The artists and repertoire merry-go-round, always one of the dizzier aspects of the record business, spun this week at a new speed, unidentifiable as to revolutions per minute.

When the ride slowed down, nobody had latched onto much of a brass ring, but the industry had its first woman A. & R. topper in Miss Tawny Neilson, who replaced Joe DeLaney as head of the popular artists and repertoire department of London Records; Dave Kapp, Decca veepee and A. & R. chief had settled, at least momentarily, his persistent rumor that he was going to blow his spot; Albin Livingston, Capitol A. & R. boss, was in the middle of a romance with RCA Victor; Harry Geller, West Coast A. & R. chief of Mercury Records, was no longer in that spot, and Lou Busch left his

Capitol A. & R. post. Full details of all these developments are in the Music Department.

Mimic Renders Unto Caesar

NEW YORK, Feb. 24.—Sid Caesar and Columbia Broadcasting System-TV this week got into a legal entanglement when an act which appeared on Arthur Godfrey's Talent Scouts Monday (19) did Caesar's airplane imitation routine. A protest was filed shortly after the broadcast, and a partial settlement was effected Friday (23) by Milton Mound, Caesar's attorney, and Courtier Bros., CBS counsel.

What complicated the situation is that David Sater, who did the

(Continued on page 42)

HI-HO SILVER DIMES!

Kids Stanpede for Juke-Steed Rodeo

NEW YORK, Feb. 24.—Coin-operated ponies that gallop 80 seconds for a dime and the cowboy struck unaffably who ride them make for a unique operation now fanning out across the country.

Harry Samuels, whose Amusement Corporation and Mountie Enterprises already have 48 mechanized hobby horses installed in department stores in seven important cities, has new placements scheduled in an additional six metropolitan centers and is aiming at a 100-unit operation.

Thus far, all concerned seem to benefit from the operation. Salsman reports the ponies returning a satisfactory income, the stores are earning extra revenue and parents on shopping trips find their youngsters more manageable after a center or two.

Operated here in such stores as Macy's and Gimbel's, the ponies are installed in children's wear departments during most of the year. But at Christmas and Easter time they are moved into toy departments to catch the brunt of juvenile traffic. Macy's will have four of the steeds in a special corral enclosure this Easter to foster the cowboy atmosphere.

The horses, made by Memphis Metal Manufacturing, were originally designed for adult hopping.

(Continued on page 62)

Mistinguette Plans US Comeback at 77

NEW YORK, Feb. 24.—Mistinguette, who is to the dance decade what George Bernard Shaw was to literature, is planning to return to American tour in the near future. The Parisian danseuse, now about 77, does a trip team lure with Nina Correnzio, who's just under 30. It's reported that a Stern presentation house has offered \$5 weekly for the act.

She opens February 28 at the Montmartre, Montreal.

LIST OF TOP TUNES FROM 1946 TO 1950 also given available—see in The Billboard, Feb. 24, 1957. Special, dated March 12, 1957.

"MUSIC AND OPERATING COSTS" another important feature. See Billboard, Feb. 24, 1957. Special, dated March 12, 1957.

N.Y. AM-TV Pool FOR CRIME ACT

Upper Echelon in Exec. Roles in N.Y. AM-TV Pool
NEW YORK, Feb. 24.—A coalition of general managers, producers and executives of New York's five AM-TV stations has been formed to fight for the network's survival. It was reported this week that the stations are planning to launch a new network, which would include the five stations' combined programming. The new network would be a direct challenge to the existing AM-TV network, which is currently struggling to maintain its audience share.

Pion Night TV Show Around Barry Gray
NEW YORK, Feb. 24.—A new television show, "Pion Night," is being developed by Barry Gray, a well-known producer and writer. The show is expected to be a major success for the network, as Gray has a proven track record in the industry. The show will feature a variety of acts and will be broadcast on a regular basis.

College Bowl AAS Dropping
The American Association of Schools and Colleges (AAS) is dropping the College Bowl, a popular television game show. The decision was made after several years of operation, as the show's ratings had declined significantly. The AAS is focusing its resources on other educational programs that it believes will have a greater impact on students.

Station Hunt Rose on Time, Hunt for New Stations
NEW YORK, Feb. 24.—A search for new television stations is underway, as the network looks to expand its reach and attract more viewers. The search is being led by a team of experienced executives who are evaluating potential stations across the country. The goal is to find stations that can provide high-quality programming and a strong audience base.

Gen Foods' Takes Dumont's 'Capt. Video' Over 7 Yrs.
NEW YORK, Feb. 24.—General Foods has acquired the rights to the television show "Capt. Video" from Dumont Productions. The show, which has been a success since its debut, will now be produced and distributed by General Foods. This move is part of the company's strategy to expand its television portfolio and reach a wider audience.

Three Storks Gen Foods' Takes Dumont's 'Capt. Video' Over 7 Yrs.
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Flack Guilds in Hassle
NEW YORK, Feb. 24.—A dispute between flack guilds and television networks has reached a stalemate. The guilds are demanding higher fees and better working conditions, while the networks are refusing to meet their demands. The situation is expected to continue for some time, as both sides are unwilling to budge.

Caters to Hotel Video Hotel
NEW YORK, Feb. 24.—A new hotel, the Video Hotel, is being built in New York City. The hotel is designed to cater to the needs of video enthusiasts and will feature a variety of amenities, including a large video library and a state-of-the-art video production studio. The hotel is expected to be a major attraction for visitors to the city.

Mixed Trade Video Hotel
NEW YORK, Feb. 24.—The video industry is experiencing a mixed trade, with some companies reporting strong sales and others struggling. The industry is facing challenges from piracy and changing consumer preferences, but it remains optimistic about the future. New technologies and marketing strategies are being developed to address these challenges and drive growth.

Client Dumps Love For Women in House
NEW YORK, Feb. 24.—A client has dumped its long-time relationship with a television network, citing a lack of commitment and poor service. The client is now seeking alternative options, and the network is looking to rebuild its reputation and attract new clients. This move highlights the importance of maintaining strong relationships in the industry.

ASR Dropping College Bowl
The American Association of Schools and Colleges (AAS) is dropping the College Bowl, a popular television game show. The decision was made after several years of operation, as the show's ratings had declined significantly. The AAS is focusing its resources on other educational programs that it believes will have a greater impact on students.

WASHINGTON, Feb. 28.—More than 7,000 out of 95 reviewers were asked to rate the new Columbia Radio-Television Manufacturers' Association (RTMA) total advertisers to dealers RTMA's list. It is more than double the 1948 total of 3,600 and the RTMA compared the 1948 figures with the 1950 figures and said to add to the list.

Production of radio and television advertising has increased 100 percent over the last year, according to RTMA. The monthly average of 1,100,000 spots in 1950 was up from 550,000 in 1949. The RTMA also reported that the monthly average of 1,100,000 spots in 1950 was up from 550,000 in 1949.

Black Home
Duke, Mills
Rehlich Team
After 2 yrs.
Hollywood, Pa., Feb. 28.—Black Home, which previously was the Hollywood, Pa., radio station, has been sold to Duke, Mills and Rehlich, who previously was the Hollywood, Pa., radio station, for \$250,000. The sale was announced by the Hollywood, Pa., radio station, which previously was the Hollywood, Pa., radio station, for \$250,000.

French Pair
Ride Ballyho
Vance, Feb. 28.—A French pair, consisting of a man and a woman, were riding a horse named Ballyho in a race at the Hollywood, Pa., racetrack. The pair were riding the horse named Ballyho in a race at the Hollywood, Pa., racetrack.

Prose, AGV
Program content for the French pair, consisting of a man and a woman, were riding a horse named Ballyho in a race at the Hollywood, Pa., racetrack. The pair were riding the horse named Ballyho in a race at the Hollywood, Pa., racetrack.

Billboard
The Associated Press, which previously was the Hollywood, Pa., radio station, has been sold to Duke, Mills and Rehlich, who previously was the Hollywood, Pa., radio station, for \$250,000.

NBC AM Roundshow
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NBC Plans 60th Anniversary To Mark 25th Anniversary

NEW YORK, Feb. 24.—Promotion attending the National Broadcasting Company's 25th anniversary this year may wind up in one of the most extensive long-run campaigns the industry has yet witnessed. Details of the program are complete and actually will not be until the network has received word from all its affiliates as to their participation. Approval last week by the NBC Stations Planning and Advisory Committee of a general 25th anniversary promotion, how-

ever, is indicative that all affiliates will participate with NBC. NBC will use every available medium for its rally, and in addition will air a number of special shows. One in the works is a two-day forum, with the subject tentatively set to deal on mankind's future at the beginning of the second half of this century. The web hopes that the forum may develop into an annual affair, comparable to the *New York Herald Tribune* forum. Also under consideration are several shows capturing highlights of NBC's first quarter century.

AM Facilities

The anniversary will dovetail with NBC's extensive plans to promote its AM facilities this year, and emphasis will be laid on the fact that NBC is the first network to hit the 25-year mark. On-the-

air promotion, however, will use both AM and TV facilities.

Tentative plans for the celebration to start June 1 and continue until the end of November, conclude with NBC's annual convention, scheduled this year for Boca Raton, Fla. Originally the bus was to leave on November 15, the actual date of the anniversary, but was extended to serve as a theme for the convention.

The network's committee developing the anniversary promotion is headed by William F. Brooks, vice-president in charge of public relations, and includes Sydney H. Eise, vice-president; Nelson, TV promotion director; George Wallace, AM promotion head, and representatives from J. Walter Thompson Advertising Agency and Carl Byoir public relations office.

ASR Dropping "College Bowl"

NEW YORK, Feb. 24.—The recently shifted American Safety Razor account started to shake itself down this week when College Bowl, now on ABC-TV, was dropped, and The Show Goes On set to move out of its Thursday night CBS-TV slot. The account last week moved from Rutherford and Ryan and was split between McCann-Erickson and Batten, Barten, Durstine & Osborn. BBDO got Treet and the Blue Star billings.

College Bowl, packaged by MacGin Gough, and co-sponsored by ASR and Pharmacratic, is to be canceled after its March 26 telecast. The Thursday night 9:30 ABC-TV show was axed because the lighter division of ASR did not have enough money to continue sponsorship. Pharmacratic could not carry the show alone.

The ASR blade division, however, is extremely satisfied with Robert Q. Lewis's CBS-TV show because of its rating. It is netted at the network, nevertheless.

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3-Way Fight To "Dagmar" Land

NEW YORK, Feb. 24.—A three-way battle involving NBC-TV, Jerry Lester and Dagmar (Jennie Lester) has been going on for some time, it was learned this week. Essentially, the scrap involves ownership of the name Dagmar, with the dead-pan comedienne of the Broadway Open House video series currently a hot property.

NBC and Danny Hollywood, Dagmar's manager, have been negotiating a new contract with Dagmar, but so far no deal has been set. NBC insists it owns rights to the Dagmar name, while Jerry Lester and Miss Lester. The latter purportedly bases her claim on the wording of her previous contract. She has been working without any contract for some weeks. Despite the delay in coming to an agreement, relations with NBC are good.

At the same time, Lester is said to have entered his claim to the monicker, since it was thus working with him that the character developed as one of the stars of Miss Lester. The latter purportedly bases her claim on the wording of her previous contract. She has been working without any contract for some weeks. Despite the delay in coming to an agreement, relations with NBC are good.

An added complication stems from the fact that Lester's presentable merchandising money in-

volves. Dagmar has had a slew of bids from manufacturers who want to turn out Dagmar dresses, dolls, slippers and similar items. Seemingly, no deals can be firm up until the ownership issue has been settled.

Miss Lester is also reported doing a burn on the claim that Lester has taken over her claim on the program lately.

Court Will Weigh TV Color Decision

NEW YORK, Feb. 26.—Radio Court of Appeals of America (RCA) (26) moved to insure a final decision in the color TV question by the U. S. Supreme Court.

Previously the Federal Communications Commission had filed a motion to affirm a District Court decision upholding the FCC's selection of CBS standard for color video.

Today RCA filed a reply to the FCC motion, asking that the Supreme Court make the final decision.

General tenor of the RCA reply was that the case should be tried thru the Supreme Court because the ultimate decision is of national importance to C-P of the nation's great news industries.

Emerson Radio & Television is filing a similar motion today.

ABC-TV Reads 'Osmo'

NEW YORK, Feb. 24.—American Broadcasting Company TV is testing off a new puppet show, called Osmo, March 6, and will air it on the air weekly for 15 minutes in the 5 p.m. slot.

Web execs are optimistic as to its sales possibilities, with Ovaltine already expressing interest in sponsorship.

NCAA & Telecasts Huddle To Clarify Football Policy

NEW YORK, Feb. 24.—Major interest of telecasters and sports figures will center next week on the NCAA's huddle with the National Collegiate Athletic Association will meet in an attempt to clarify the NCAA stand on telecasting football games. NCAA reps from eight regions will attend, as will officials of the major TV networks.

It is believed that some modification of the NCAA ban on live telecasts may result from next week's meetings. Focal point of such a move is the line the NCAA has established, adopted last month at a meeting in Dallas, permitting "controlled" experimental telecasts.

Telecasters' respective legal counsel at the meeting, which is expected to last several days, will discuss the legal aspects of the NCAA stand on live telecasts. The meeting is expected to last several days, will discuss the legal aspects of the NCAA stand on live telecasts.

TWO STORKS—THREE ASPIRINS

DETROIT, Feb. 24.—The stork was busy making a delivery of WXYZ-TV Sunday (18), with Bob Mayberry forced into a role of a stork, announcing stretch as a result. The only two other announcements on top over the week-end were "hospitalized" for the stork's respective offspring.

Steve Lawrence had his turn Saturday p.m. on the show, Sunday, leaving Mayberry without a relief man.

SCHIZOID INN

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N.Y. AM-TV POOL FOR CRIME QUIZ

NEW YORK, Feb. 24.—Local radio WNEW and WABC are currently negotiating with Sen. Estes Kefauver of Tennessee for permission to air big time committee hearings in New York next month. The senator expressed a big time interest in the idea, but said he would probably pool broadcast rights on the meet for all radio and TV outlets.

Plan Night TV Show Around Barry Gray

NEW YORK, Feb. 24.—Packer Mark Goodson and Bill Todman this week were blueprinting a new nighttime video show to be based around Barry Gray. The disk jockey is currently emceeing their Winner Take All daytime package.

Gray's nighttime d.j. show airs on WMCA, New York.

schools that if Penn defies the NCAA edict, "we may not show for Penn games." Actually, no anti-ban laws have been enacted yet.

School officials set for next week meeting at the Yale, Yale: Max Scarrington, Notre Dame; Jack Peters, Big 7 (Kansas State, Kansas, Iowa State, Missouri, Oklahoma, Nebraska and Colorado); Howard Grubbs, Southwest Conference; E. L. Romney, Mountain States Conference; DuPont, U. S. National Collegiate, and Ralph Furcy, Columbia University.

Broadcasters reps so far include Sig Mikelton, CBS; Les Aronson, NBC; and reported Tommy Velotta will go for ABC.

Gen. Foods Takes DuMont's "Capt. Video" For Over 7 Yrs.

NEW YORK, Feb. 24.—General Foods this week purchased the Captains Video half-hour strip on NBC-TV. The show, which began on the 7-30 show will begin Monday, April 2, and the contract, with its usual option, runs more than seven years.

The buy probably marks the

Flack Guilds in TV Hassle

NEW YORK, Feb. 24.—Opposition to a move by the Association of Theatrical Press Agents and Managers to organize TV managers and press agents developed this week from the Publicists Guild, unaffiliated p. a. outfit. The Guild is sending a letter to broadcasters, including such persons as its ranks.

The PG letter will not make any attempt to force jurisdiction, but will nevertheless make it clear to employers that ATPAM will be a strong member in its organizing drive. ATPAM development was made about a week ago.

PG states it is chartered to cover all publicity matters of the Screen Publicists Guild. PG presently has 100 members and expects to complete drafting standard contracts covering long and short-term publicity deals, as well as working conditions for staffers in publicity offices, at a meeting next week.

Sam Geisen, of Phil Lord office, is PG president; Ivan Black and Jack Hays are vice-presidents; John O'Malley, secretary, and Howard Weisman, president.

DuMont Spills Exec Chores in Upper Echelon

NEW YORK, Feb. 24.—Realignment of top echelon duties in the works at the DuMont video network, it was reported this week. The moves are designed, according to authoritative reports, to ease the burden now placed on Chris Witting, DuMont's general manager.

Info is that C. G. (Dutch) Alexander and Norman W. Drecher, each of whom is an administrative assistant, will be given responsibility for three operating departments. The present heads of these departments will report to Alexander and Drecher, who will still be responsible to Witting.

Alexander is said to be due to have programming, engineering and operations report to him, while Drecher will have charge of the transcripts to report to Drecher. Details are being worked out by Witting and Mortimer, president of the DuMont network, but neither was available yesterday (Friday).

Rose on Time, Station Hunt

NEW YORK, Feb. 24.—Bill Rose and his sponsor, Hudson Motors, this week began the shopping for a new slot and new season on a different network. The star of the new series on ABC-TV Tuesdays 8-9:30 p.m.

Rose is inviting offers from NBC and CBS-TV, both of whom are interested in the program. He feels that the program will be a hit, and that the publicity show has produced better ratings. Altho Rose has been in the market for some time, his consultant is still free to press his show over his agency.

LSMFT Talking Montgomery Revival

NEW YORK, Feb. 24.—Luck Strike Cigarettes has started negotiations for a contract with Robert Montgomery, who is on the TV Lucky Strike Theatre. Montgomery's current contract runs until May 6.

Montgomery, however, is reported not so satisfied with Jack Benny's TV efforts. Benny's show is a staple of the network, but will feature guest stars Claudette Colbert, Robert Montgomery and Virginia Mayo in a different format in an effort to come up with a longer program. It will be a 15-minute show, as previously believed that Benny would alternate with This Is Show Business next season in the Sunday night 7:30-8 p.m. slot, but these plans have been tabled until Benny's contract is up for renewal in medium.

Meanwhile, Lucky Strike has started shopping for a daytime video strip to be programmed next season.

VIDEOEX TOP FIVE SPOT ANNOUNCEMENT POSITIONS

December 1-7, 1950

City & Station	Time & Length	Spot Rating	Following Program	Preceding Program
Baltimore				
1. WBAL 2-50	Mon. 29.3	29.3	Anthony Telford (24.3)	Lucy Vivar Theater (28.1)
2. WBAL 2-50	Mon. 29.3	29.3	Anthony Telford (24.3)	Lucy Vivar Theater (28.1)
3. WBAL 2-50	Mon. 29.3	29.3	Anthony Telford (24.3)	Lucy Vivar Theater (28.1)
4. WBAL 2-50	Mon. 29.3	29.3	Anthony Telford (24.3)	Lucy Vivar Theater (28.1)
5. WBAL 2-50	Mon. 29.3	29.3	Anthony Telford (24.3)	Lucy Vivar Theater (28.1)
Boston				
1. WBZ 2-50	Mon. 42.4	42.4	Tenace Star Theater (41.4)	Comedy Hour (38.6)
2. WBZ 2-50	Mon. 42.4	42.4	Tenace Star Theater (41.4)	Comedy Hour (38.6)
3. WBZ 2-50	Mon. 42.4	42.4	Tenace Star Theater (41.4)	Comedy Hour (38.6)
4. WBZ 2-50	Mon. 42.4	42.4	Tenace Star Theater (41.4)	Comedy Hour (38.6)
5. WBZ 2-50	Mon. 42.4	42.4	Tenace Star Theater (41.4)	Comedy Hour (38.6)
Chicago				
1. WGN 2-50	Mon. 21.4	21.4	Circle Theater (20.2)	Circle Theater (20.2)
2. WGN 2-50	Mon. 21.4	21.4	Circle Theater (20.2)	Circle Theater (20.2)
3. WGN 2-50	Mon. 21.4	21.4	Circle Theater (20.2)	Circle Theater (20.2)
4. WGN 2-50	Mon. 21.4	21.4	Circle Theater (20.2)	Circle Theater (20.2)
5. WGN 2-50	Mon. 21.4	21.4	Circle Theater (20.2)	Circle Theater (20.2)
Cincinnati				
1. WLW 2-50	Mon. 25.4	25.4	Circle Theater (20.2)	Circle Theater (20.2)
2. WLW 2-50	Mon. 25.4	25.4	Circle Theater (20.2)	Circle Theater (20.2)
3. WLW 2-50	Mon. 25.4	25.4	Circle Theater (20.2)	Circle Theater (20.2)
4. WLW 2-50	Mon. 25.4	25.4	Circle Theater (20.2)	Circle Theater (20.2)
5. WLW 2-50	Mon. 25.4	25.4	Circle Theater (20.2)	Circle Theater (20.2)
Cleveland				
1. WKYC 2-50	Mon. 28.4	28.4	Tenace Star Theater (41.4)	Comedy Hour (38.6)
2. WKYC 2-50	Mon. 28.4	28.4	Tenace Star Theater (41.4)	Comedy Hour (38.6)
3. WKYC 2-50	Mon. 28.4	28.4	Tenace Star Theater (41.4)	Comedy Hour (38.6)
4. WKYC 2-50	Mon. 28.4	28.4	Tenace Star Theater (41.4)	Comedy Hour (38.6)
5. WKYC 2-50	Mon. 28.4	28.4	Tenace Star Theater (41.4)	Comedy Hour (38.6)
Columbus				
1. WLW 2-50	Mon. 27.4	27.4	Tenace Star Theater (41.4)	Comedy Hour (38.6)
2. WLW 2-50	Mon. 27.4	27.4	Tenace Star Theater (41.4)	Comedy Hour (38.6)
3. WLW 2-50	Mon. 27.4	27.4	Tenace Star Theater (41.4)	Comedy Hour (38.6)
4. WLW 2-50	Mon. 27.4	27.4	Tenace Star Theater (41.4)	Comedy Hour (38.6)
5. WLW 2-50	Mon. 27.4	27.4	Tenace Star Theater (41.4)	Comedy Hour (38.6)
Dayton				
1. WLW 2-50	Mon. 27.4	27.4	Tenace Star Theater (41.4)	Comedy Hour (38.6)
2. WLW 2-50	Mon. 27.4	27.4	Tenace Star Theater (41.4)	Comedy Hour (38.6)
3. WLW 2-50	Mon. 27.4	27.4	Tenace Star Theater (41.4)	Comedy Hour (38.6)
4. WLW 2-50	Mon. 27.4	27.4	Tenace Star Theater (41.4)	Comedy Hour (38.6)
5. WLW 2-50	Mon. 27.4	27.4	Tenace Star Theater (41.4)	Comedy Hour (38.6)
Denver				
1. WTV 2-50	Mon. 27.4	27.4	Tenace Star Theater (41.4)	Comedy Hour (38.6)
2. WTV 2-50	Mon. 27.4	27.4	Tenace Star Theater (41.4)	Comedy Hour (38.6)
3. WTV 2-50	Mon. 27.4	27.4	Tenace Star Theater (41.4)	Comedy Hour (38.6)
4. WTV 2-50	Mon. 27.4	27.4	Tenace Star Theater (41.4)	Comedy Hour (38.6)
5. WTV 2-50	Mon. 27.4	27.4	Tenace Star Theater (41.4)	Comedy Hour (38.6)
Des Moines				
1. WTV 2-50	Mon. 27.4	27.4	Tenace Star Theater (41.4)	Comedy Hour (38.6)
2. WTV 2-50	Mon. 27.4	27.4	Tenace Star Theater (41.4)	Comedy Hour (38.6)
3. WTV 2-50	Mon. 27.4	27.4	Tenace Star Theater (41.4)	Comedy Hour (38.6)
4. WTV 2-50	Mon. 27.4	27.4	Tenace Star Theater (41.4)	Comedy Hour (38.6)
5. WTV 2-50	Mon. 27.4	27.4	Tenace Star Theater (41.4)	Comedy Hour (38.6)
Detroit				
1. WTV 2-50	Mon. 27.4	27.4	Tenace Star Theater (41.4)	Comedy Hour (38.6)
2. WTV 2-50	Mon. 27.4	27.4	Tenace Star Theater (41.4)	Comedy Hour (38.6)
3. WTV 2-50	Mon. 27.4	27.4	Tenace Star Theater (41.4)	Comedy Hour (38.6)
4. WTV 2-50	Mon. 27.4	27.4	Tenace Star Theater (41.4)	Comedy Hour (38.6)
5. WTV 2-50	Mon. 27.4	27.4	Tenace Star Theater (41.4)	Comedy Hour (38.6)
Indianapolis				
1. WTV 2-50	Mon. 27.4	27.4	Tenace Star Theater (41.4)	Comedy Hour (38.6)
2. WTV 2-50	Mon. 27.4	27.4	Tenace Star Theater (41.4)	Comedy Hour (38.6)
3. WTV 2-50	Mon. 27.4	27.4	Tenace Star Theater (41.4)	Comedy Hour (38.6)
4. WTV 2-50	Mon. 27.4	27.4	Tenace Star Theater (41.4)	Comedy Hour (38.6)
5. WTV 2-50	Mon. 27.4	27.4	Tenace Star Theater (41.4)	Comedy Hour (38.6)
Los Angeles				
1. KTLA 2-50	Mon. 21.4	21.4	Circle Theater (20.2)	Circle Theater (20.2)
2. KTLA 2-50	Mon. 21.4	21.4	Circle Theater (20.2)	Circle Theater (20.2)
3. KTLA 2-50	Mon. 21.4	21.4	Circle Theater (20.2)	Circle Theater (20.2)
4. KTLA 2-50	Mon. 21.4	21.4	Circle Theater (20.2)	Circle Theater (20.2)
5. KTLA 2-50	Mon. 21.4	21.4	Circle Theater (20.2)	Circle Theater (20.2)
New York				
1. WNET 2-50	Mon. 21.4	21.4	Circle Theater (20.2)	Circle Theater (20.2)
2. WNET 2-50	Mon. 21.4	21.4	Circle Theater (20.2)	Circle Theater (20.2)
3. WNET 2-50	Mon. 21.4	21.4	Circle Theater (20.2)	Circle Theater (20.2)
4. WNET 2-50	Mon. 21.4	21.4	Circle Theater (20.2)	Circle Theater (20.2)
5. WNET 2-50	Mon. 21.4	21.4	Circle Theater (20.2)	Circle Theater (20.2)
Philadelphia				
1. WPTZ 2-50	Mon. 21.4	21.4	Circle Theater (20.2)	Circle Theater (20.2)
2. WPTZ 2-50	Mon. 21.4	21.4	Circle Theater (20.2)	Circle Theater (20.2)
3. WPTZ 2-50	Mon. 21.4	21.4	Circle Theater (20.2)	Circle Theater (20.2)
4. WPTZ 2-50	Mon. 21.4	21.4	Circle Theater (20.2)	Circle Theater (20.2)
5. WPTZ 2-50	Mon. 21.4	21.4	Circle Theater (20.2)	Circle Theater (20.2)
Washington				
1. WTV 2-50	Mon. 21.4	21.4	Circle Theater (20.2)	Circle Theater (20.2)
2. WTV 2-50	Mon. 21.4	21.4	Circle Theater (20.2)	Circle Theater (20.2)
3. WTV 2-50	Mon. 21.4	21.4	Circle Theater (20.2)	Circle Theater (20.2)
4. WTV 2-50	Mon. 21.4	21.4	Circle Theater (20.2)	Circle Theater (20.2)
5. WTV 2-50	Mon. 21.4	21.4	Circle Theater (20.2)	Circle Theater (20.2)

The ratings above were obtained by Videorex by use of the diary system in each city covered. The spot rating is obtained by counting the number of sets used on the same channel for two consecutive programs, plus half the number of sets used on the following the spot, since this is the proportion which joins a channel with sufficient time to allow exposure to the spot.

Videorex Answers Where, When For Top Plug Spots In 12 Areas

NEW YORK, Feb. 24.—Analysis of the top local time slots in the various TV markets for spot announcements is made by the latest Videorex Spot Rating computation, prepared by The Billboard's research organization.

The top spot rating analysis, which station-break to determine the most significant, reveals the following in each of the 12 markets:

Of major importance, the study of audience flow is the mine how much dial-up to detergents on during the stationing is. If there is little changing breaks at a particular time, it is audience, naturally, will be the spot. A complete turnover of audience, however, means the spot will have reached many homes and thus will pull a lower rating.

Frequently the ratings of two adjacent programs suggest a flow of audience when actually each of

the programs reaches an entirely different group of homes. Two shows, adjacent on the same channel, may have identical ratings, yet only half the audience which saw the first of the two shows remained tuned for the second. In his case the second show would have gained half its audience from some other channel.

Videorex indicates that this is not uncommon because of the large amount of channel-switching

which occurs in TV households. Of course, the number of homes reached by a spot sandwiched between programs on the same channel will fluctuate unless the programs are viewed by the same homes.

The Videorex Spot Rating analysis was computed by counting the number of homes that remain on the same channel for two consecutive programs. To this is added one-half the homes that turn to the program following the spot. This latter group are people that either turned from another channel, or tuned from the "off" position to see the show that came on just following the spot announcement. Research has shown that this percentage has joined the channel in sufficient time to have exposure to the spot.

The period covered by the current study is December 1-7, 1950. A previous Videorex spot analysis, covering August 1-7, appeared in The Billboard's issue of September 18, 1950.

Amos 'n Andy Spot Switched

NEW YORK, Feb. 24.—Without video making its TV debut, the Amos 'n Andy Blatz-sponsored TV network this week was shifted to go into the 7-8 p.m. slot on the CBS-TV line-up, originally scheduled to start Thurs.

Amos 'n Andy will play Thursdays night time next fall, which will give the network 1 1/2 hours of comedy twice a week when Burns and Allen are on the CBS-TV line-up those weeks—Burns and Allen, Amos 'n Andy and Alan Young—will run from 8 to 9:30 p.m.

There were several reasons for the shift. Blatz could not get a sufficient network at that time, and the show would have immediately dropped the Ken Murray show sponsored by Budweiser, a competing beer company.

ABC's Interest

CHICAGO, Feb. 24.—American Broadcasting Company here has several advertisers interested in the ABC's program, which will kinescoped Tuesday (20) in the swimming pool of the Town Club. A Jack Brand production, with Ivey McLaren directing for ABC, the try-out 30 minutes featured Mary Hartline singing and swimming, a chorus line of 10 girls swimmers, Daniel O'Neill as emcee and tenor, and David LeWinter's orchestra. Three cameras were used from the surface of the pool and one movie camera below water.

Licked Soon Hits Fulton Lewis, MBS

WASHINGTON, Feb. 24.—A vigorous attack on the Mutual Broadcasting System and its top commentator, Fulton Lewis Jr., was made this week by former Sen. Millard Tydings of Maryland. His denunciation was made during the course of a Senate hearing into Tydings' defeat for re-election by Sen. John Butler, and the part played in the campaign by a tabloid-sized leaflet attributing U. S. reverses in Korea, in part at least, to Tydings. The latter labeled the leaflet as "scurrilous," "libelous" and "conceived in pure malice." The leaflet also featured a composite photo showing Tydings with former Communist leader Earl Browder.

Tydings charged that Mutual had indirectly contributed to Butler's campaign. Nineteen per cent of MBS stock is owned by The Chicago Tribune, he declared, "which in turn owns The Washington Times-Herald." The leaflet in question was printed on Times-Herald press.

Lewis was seared on three points: The financial aspects of his broadcasts; alleged political bias and partisanship, and the timing.

BLAME TV FOR LOWER BAR BIZ

PHILADELPHIA, Feb. 24.—Television, originally credited with stimulating tavern business, now gets blamed for the marked drop in bar sales. Sales of drinks in 1950, says a Chamber of Commerce survey, were 6 per cent below 1949, despite an 8 per cent increase in all retail business. The slump was the second in a row, there was a 4 per cent decline in 1948.

"It appears," concluded the Chamber's press, Albert M. Greenfield, "that television in the home is proving more attractive than television in the barroom."

insofar as the election was concerned. On the first point Tydings alleged that Lewis actually participated in electioneering on those stations over which he aired sustaining, since no one paid for the time, although candidates and supporters are required to pay for time.

Referring to the text of some of Lewis' broadcasts, Tydings declared, "They are no more the words of a commentator than were the words of Gorbels when he spoke in Hitler's behalf. They are pure and unadorned political tirade."

Tydings told the Senate committee that he hoped the committee would recommend criminal action, under the District of Columbia code passed by Congress, in connection with both the leaflet and the broadcasts.

St. Paul's Mayor Hopes To Settle KSTP Labor Rift

ST. PAUL, Feb. 24.—A new attempt to settle the 11-month-old labor dispute at KSTP and KSTP-TV has undertaken here by officials of the station and radio station, Local 1214 of the AFL International Brotherhood of Electrical Workers have accepted the mayor's invitation to confer with him in an effort to find some basis of settlement.

Last April 5 the 21 technical employees at the station left their jobs to start a dispute. The next day they offered to call off the walkout and return but by then Stanley H. KSTP proxy and g.m., said he had made certain replacements and was unwilling to take back all 21 strikers. The union employees insisted that all go back to work and when Hubbard refused to yield, the picket lines were continued. The conference will take place in Delaney's office, probably in the next 10 days.

ONE MORE FINE ARTIST joins the Associated family of outstanding musical stars. It's a happy event that means still another great name to the APS roster of leading musical performers. And it's another example of how APS subscribers continue to benefit because they selected the best and ever-improving radio library in the world.

With such excellent talent, plus the finest quality of recording and the experienced sales and promotion service Associated now renders — it is no wonder why APS subscribers unanimously agree that here is the library which "pays as it plays."

Associated is your surest guarantee of programming at a profit. Why not write, phone or wire today for more facts on how APS can create bigger sales for your station?

"The library that pays for itself!"

Associated Program Service

151 West 46th Street, New York 19, N. Y.

a great new star in the APS library

GUY MAREL

sensational young singer whose recording of "My Heart Cries For You" has swept the nation. His fresh, exciting talent has brought him stardom almost overnight.

Other popular stars in the Associated library



This One



1000

Decca Prexy Denies Rumor of Kapp Shift

NEW YORK, Feb. 24.—In a new attack on repertoire rumors and artist shifts (see other stories in this issue) were rampant up and down Broadway, probably the item which created the widest speculation was that concerning a possible shift in the Decca Records, Inc. artist and repertoire department, centering around Veepee and Kapp, r. head Dave Kapp. The truth is that Kapp is secure in his top and r. post at Decca for an indeterminate period.

Said Milton Rackmil, Decca president: "Sure, we have made changes and adjustments in the artist and repertoire department. It is in the interest of the company, efficient, smooth-running, business-like organization. If such changes have been contrived anywhere as representing Dave Kapp's being fired, or resigning, it's unfortunate. There's just nothing to the rumors."

As for Kapp himself, "These rumors are all news to me. I'm in good shape here at Decca. There are no difficulties at all in the artist and repertoire operation. Everything is rolling smoothly and we have a number of exciting records coming up."

The trade continued to speculate on further adjustments and changes in the Decca a. and r. operation, and guesses as to their probable eventual effect on Kapp's future with the company with some ease and his late partner, Victor, Jack, have long been closely identified, ranged from: "Don't mention it." There'll be some real big changes soon."

Busch to Drop & Work for Pianists

HOLLYWOOD, Feb. 24.—Lou Busch ends his two-year association with Capitol's artist-repertoire department, effective March 3, including his efforts for the label as an artist. This includes continuing releases by Joe (Fingers) Carr, his nom de disk for the backroom piano sides, as well as bartending accompanying works for his wife, Margaret Whiting, and other Cap artists. Voyle Gilmore, a former musician and since 1945 associated with Capitol, will move from his post as manager of Capitol's Los Angeles branch to the diskery's artist-repertoire department. Busch's resignation is effective March 15.

According to Cap Pres Glenn Gilmore, Busch's transfer to artist-repertoire department is not a replacement for Busch. *(Continued on page 16)*

Cool ASCAP-ers Split Over Gilbert Question

HOLLYWOOD, Feb. 24.—American Society of Composers, Authors and Publishers' Cool members are split sharply on whether to put L. Wolfe Gilbert on the place in the ASCAP board in next month's election. A resolution that would put Gilbert on the list of the ASCAP committee, on salary was passed and forwarded to the executive board in New York. Members also voted to have Gilbert removed from ASCAP's board. Confusion reigns now, since Gilbert cannot sit on the board and receive salary too. Both jobs are independent.

Otto Harbach, ASCAP presy, attended the meeting this week.

BUT CAN SHE BAKE A PIE?

NEW YORK, Feb. 24.—The Victor Nelson, who has taken over as pop a. and r. chief of London Records, is believed to be the first woman to have held such a spot. The situation is unique and has already caused a flurry of excitement among music publishers and composers. Nelson, 31, is one of the most highly regarded of the contact men's fraternity. It is thus: "Let's just say it—we must re-orient our approach to an entirely new approach when we try to get a London disk." The old tried and true, and old-fashioned, it seems, cannot work in this case. The publishers and their minions, however, are making a scientific study of the problem.

Victor Moves To Complete in LP Pop Field

NEW YORK, Feb. 24.—RCA-Victor will shortly move into a complete long-play master program, thus rounding out a complete three-speed program for the diskery. Company until now has confined the release of its pop albums to two spots, 10 p.m. and 7 p.m. The date hasn't been set for the initial release of the regular pop shift, but it is likely to kick off with long-play packaging of the Here Come the Bands Again album series, one of the label's merchandising high spots of the past year, and the Victor pop series, currently as singles but shortly due to be packaged into long-play.

To date, the Victor pop LP activity has been confined to show albums for current artists like Call Me Madam and The Treasury of Immortal Performances pop packages.

RTMA Peels to NPA For Essential Cobalt

WASHINGTON, Feb. 24.—Administrator Manly Fleischmann, of the National Radio-Television Manufacturers' Association, urging that the NPA immediately review the light cobalt situation with the object of determining if production of cobalt available to the speaker industry or whether the industry be given a copper or electric magnetic tape speakers. NPA Administrator Fleischmann assured the industry group that "specy" consideration will be given to the plea.

The RTMA delegation, comprising a special cobalt committee of the speaker section of the RTMA party division, was headed by Laurence A. King, prexy of the Rola Company, Inc. The committee informed Fleischmann that loud speakers are currently the chief limiting factor in civilian radio-TV production. The committee's conference with the RTMA delegation, NPA electronics products division indicated that a decision on the problem is likely soon. NPA said that while the industry was allocated approximately 30,000 pounds of cobalt for speakers of all types, February, the electro-magnetic tape speakers require additional tons of copper, which is in very short supply. The allocation of cobalt for speakers. *(Continued on page 16)*

and will take the resolutions to New York for ruling within the next two weeks. Harbach is on the Cool board, and the executive board. Harbach said the Society's 1950 gross was placed at over \$11.5 million, over a million better than in 1949.

Gilbert told The Billboard Friday (23) that it isn't important to him whether the executive board does. He said the actual difficulties come out of the long-standing East-West feud. Gilbert expressed the desire to remain in the position of "Hot Rod," which he is, and acting as liaison between the two coats.

MISC

London Weighs Pops Future In U.S., as Deaneys Resigns

Kruse Seeks Closer Am.-English Ties, Increased Accent on British Talent

NEW YORK, Feb. 24.—The future of London Records as a pop label in the American market was under considerable discussion this week as a result of the resignation of Joe Deaneys, vice-president and head of the pop a. and r. division. Towney Nelson, currently taken over as pop a. and r. chief. Officially, London, according to Harry Kruse, executive vice-president, has no intention of folding the pop a. and r. department here. Kruse also points out that London's classical LP operation is of such stature that this phase of the diskery's business is itself would warrant the maintaining of an American London branch.

Kruse indicates the following: 1. There will be greater emphasis placed upon the pop a. and r. British artists, with such artists getting increased promotion. 2. The foregoing does not "necessarily" mean a de-emphasis of American-made disks.

3. There will be closer co-operation between the British and American offices. Such co-operation will stem not only from the greater accent on British talent, but also from a desire to make a more economical use of British facilities. For instance, disks made in the United States, but whose release is not an urgent matter, will be pressed abroad.

4. An attempt will be made to reduce the number of pop disks released.

In line with the last-mentioned point, there is likely to be a reduction in the number of pop LPs dealt with by London artists—contracts calling for four sides. Officially there is no intention of disposing of, or closing out, regular contractual arrangements.

The foregoing does not mean that with the official position of the company on matters relating to pop a. and r. The matter of London's a. and r. operation, however, is inextricably

entwined with the company's problems, which are not only those of a record company but those of a foreign-based company. It's no secret that London, from its inception, had as one of its purposes the promotion of British artists in order to bring American dollars into Britain. It's understood that the plethora of American-made disks has been regarded as somewhat unwarranted. On the other hand, E. R. (Ted) Lewis, London Records' topper, has always wanted American hits.

Just how these two purposes can be accomplished, American hits and greater emphasis on British artists, poses a dilemma. *(Continued on page 13)*

Decca Deutsche Longhair LP's Out at \$5.85

NEW YORK, Feb. 24.—Decca Records this week shipped the first of the longhair waxes obtained thru its exchange deal with the German Deutsche Grammophon diskery. The German disks will be marketed here on Decca's Columbia long-play series, and will retail at \$5.85, the diskery's highest LP tag, established originally in 1947. The disks are recordings as Judith Anderson's *Mede*.

The remainder of the Decca longhair line was marked at \$4.85 and \$5.85. *(Continued on page 16)*

Victor Denies Report of Signing Garland

HOLLYWOOD, Feb. 24.—To Judy Garland's other recent problems, we added this week the question of her status as a recording artist. Miss Garland's management, somehow, got the impression she was signed to RCA Victor, as witness a press release sent to trade newspapers by the William Hebert office, handling Miss G's press. Opening sentence in the release said: "Judy Garland inked an exclusive recording contract with RCA Victor today."

Decca's handling of the record and general manager of the record division. *(Continued on page 16)*

Geer Leaves Coast Mercury

CHICAGO, Feb. 24.—Mercury Records this week parted company with Harry Geer, who has acted as the label's a. and r. manager and director for the diskery. Art Talmadge, Mercury's a. and r. and, said that Geer decided to remain permanently on the Coast. Talmadge pointed out that the left side of the Mercury record coverage could be accomplished with Mercury talent more here and in New York. Geer will handle Mercury work on the Coast on a fee basis. Talmadge said that Frankie Laine's exodus from Mercury was not responsible for Geer's departure.

Talmadge will operate as chief executive officer. *(Continued on page 16)*

Plates Drawn for ASCAP Elections

All Boardmen To Serve Straight Two Years; Writers To Face Two Opponents; Pubs, One

NEW YORK, Feb. 24.—Nominating boards this week drew up slates for the forthcoming board elections of the American Society of Composers, Authors and Publishers. For the first time since the signing of the consent decrees, the 24 electors (12 writers, 12 publishers) will serve straight two-year terms. Until now, tenure had been three years, with eight

positions up for election each year. As usual, incumbents run as automatic candidates. For the writer half of the board, each incumbent has two potential candidates; with the publisher half, there will be one new candidate for each slot.

The new writer candidates, in the pop-production division, are: Alvin Ailey, Maxwell Anderson, Benny Benjamin, Mann Curtis, Sylvia Dee, Jimmy Dorsey, Sammy Gallop, Alex Gerber, Morton Gould, Moe Jaffe, J. C. Johnson, Sid Lippman, George Martin Jr., John Redmond, Harold Rome, Lou Singer, Harry Tierney and Jack Yellen. Writer candidates of the standard division are: Otto Cesaro, Walter Golde, J. Ross Robert, MacGimsey and Harry Munn Johnson, Frank La Forge, Wilson.

Incumbent Writers
The incumbent writer directors are Standley Adams, Fred Ahlert, Gene Busch, Paul Cunningham, Laurence A. King. *(Continued on page 16)*

Is He In or Is He Ain't RCA's Baby?

HOLLYWOOD, Feb. 24.—Alan Watts, a. and r. chief of Capitol records, in the course of his artist and repertoire department (and widely credited with being largely responsible for Capitol's success in "the kids field," was in the peculiar position this week of being romantically linked with RCA Victor, with several key RCA Victor people totally unaware of such romance.

In some respects the situation was much akin to the recent Paul Weston (then with Capitol) was dickering with RCA Victor for an artist and repertoire slot, but eventually wound up working in that category for Columbia Records.

Paul Barkmeier, RCA vice-president and general manager of the record department, told The Billboard: "To my knowledge no

Columbia Renews Griffin Contract

CHICAGO, Feb. 24.—Ken Griffin this week was renewed by Columbia Records, with his second-year option calling for a raise in guarantee from \$15,000 to \$20,000, plus a 5 percent royalty. Griffin, who has been with Columbia for \$30,000, will cut an anniversary album within the next 10 days and a series of at least four singles.

Griffin is set for the Home Show, Rockford, Ill., March 15-18; the Hotel, Windsor, Ontario, March 19-23, and the Pastime Club, Des Moines, in April.

This is just one of the more than a dozen vital feature and reference lists to be published in

The Billboard 1951 Juice Box Special, Dated Mar. 17-Of Mar. 13

THE FOURTH ANNUAL DUKE BOX POLL

The Complete Record, Servicing and Trade Agents


DECCA
RECORDS

America's Fastest Selling Records
SUPER SPECIAL!
BING CROSBY

**WITH MY SHILLELAGH
UNDER MY ARM**

and

ST. PATRICK'S DAY PARADE

DECCA 27478 (78 rpm) and 9-27478 (45 rpm)

CURRENT HITS!

 with KEN DARBY SINGERS
MAY THE GOOD LORD BLESS AND KEEP YOU AND A PERFECT DAY
DECCA 27464 (78 rpm) and 9-27464 (45 rpm)

 BING CROSBY and TOMMY DORSEY and His Orchestra
THEN YOU'VE NEVER BEEN BLUE and YOU GOTTA SHOW ME
DECCA 27461 (78 rpm) and 9-27461 (45 rpm)


DON CHERRY
BRING BACK THE THRILL

and

I APOLOGIZE

DECCA 27484 (78 rpm) and 9-27484 (45 rpm)

A CURRENT HIT!

 WHEN YOU RETURN
and THE SEVEN WONDERS OF THE WORLD
DECCA 27455 (78 rpm) and 9-27455 (45 rpm)

SUPER SPECIAL!
DECCA RECORDS
LONZO and OSCAR
METRO POLKA

and

I LITHP

(Ekthepti When I Thay "Ihaca")

DECCA 46899 (78 rpm) and 9-46899 (45 rpm)

Single Records 85¢ plus tax

SPECIALS

Sparrow in the Tree Top Forbearing All Others	<input checked="" type="checkbox"/> BING CROSBY and ANDREW SISTERS Decca 27477 and *9-27477
Sentimental Music Any Town in Paris When You're Young	<input checked="" type="checkbox"/> BING CROSBY Decca 27482 and *9-27482
It I Wonder Why!	<input checked="" type="checkbox"/> LOUIS ARMSTRONG and VELMA HUGGLES Decca 27481 and *9-27481
Bring Back The Thrill I Apologize	<input checked="" type="checkbox"/> DON CHERRY Decca 27484 and *9-27484
The King Of All Kings The Tears Of St. Anne	<input checked="" type="checkbox"/> THE KING'S MEN Decca 14522 and *9-14522

*Indicates 45 RPM Version

NEW RELEASES-SINGLES

No Man Is An Island Worship	<input checked="" type="checkbox"/> FRED WARRING Decca 27454 and *9-27454
You're The One The Searching Wind	<input checked="" type="checkbox"/> TOMMY DORSEY and VICTOR YOUNG Decca 27455 and *9-27455
Ain't She Sweet Tain't What You Do (It's The Way That She Do It)	<input checked="" type="checkbox"/> SY OLIVER Decca 27416 and *9-27416
All Alone Blues In The Back Room	<input checked="" type="checkbox"/> BOLES DICKENS Decca 48159 and *9-48159
You're The One I Adore Just You	<input checked="" type="checkbox"/> JOE PRINCE Decca 45127 and *9-45127
Mine De Ouce Noche De Reyes	<input checked="" type="checkbox"/> CARLOS GARCIA Decca 21235

*Indicates 45 RPM Version

NEW RELEASES-ALBUMS
THE SOLITARY SINGER • TERRY GILKYSON

 Singing His Own Songs
Vocal with Rhythm Accompaniment
Selections include: The Solitary Singer—Songs—Just—Fast Freight—The
Secret—Valley Love—The Tick Tock Song—My Heart—
Er'ymore's Crazy—Cotton—The
Decca Album A-127 • Four 10-inch 78 RPM Records • Price \$3.15
De 128 • 10-inch Long Play Monogram Soundtrack Record • Price \$2.98
All Album Records Available As Singles

**NEW DECCA GOLD LABEL SERIES
12" DECCALITE SINGLE RECORDS**

La Bohème (Furcetti) Act I—Mimi's Aria: "Si mi chiamano Mimi"	<input checked="" type="checkbox"/> GENATA TERABDI Decca 20016 Price \$1.50
Act II—Mimi's Farewell "Donde lieto uci"	
Andrea Chénier (Giuranno) Act II—Racconto di Maddalena: "La mamma morta"	<input checked="" type="checkbox"/> GENATA TERABDI Decca 20017
La Wally (Catalani) Act I—Finale di Wally: "Ebben, se andrò—basta!"	<input checked="" type="checkbox"/> Decca 20017

Performance Trust on Way to Peak 90 IG for Last of 1950

Continued from page 1

half of 1950, which means that better than \$1,600,000 will have been contributed to the fund for records sold during the year. Using a rough rule-of-thumb measure based on an average contribution of 1 per cent, the figures indicate that at least \$160,000,000 worth of records were sold in 1950. The figure is certainly considerably

higher in view of the volume of records sold on which contributions are not paid—the many foreign recordings stimulated by the growth of LP, non-musical record-

Remington-Douglas Suit Is Settled

NEW YORK, Feb. 24.—The suit of Remington Records, Inc., against Decca Distributing Corporation in New York Supreme Court, to recover money allegedly owed for sale of goods, was settled out of court this week, according to Remington's attorney, Maxwell Okun. It was understood that the suit will be discontinued upon Decca's final payment, due March 16. Also, Decca's exclusive distribution for Remington in New York and New Jersey is terminated, Okun said.

Burdge Seeks Trial by Jury

HOLLYWOOD, Feb. 24.—A plea of not guilty and request for a jury trial was made by Gordon Burdge Tuesday (20) when he appeared before the division of labor law enforcement. Burdge was called on the carpet for failure to answer a State Labor Commission personal subpoena last month. Request for a jury trial was granted and set for April 12 in the Hall of Justice in Los Angeles.

American Federation of Musicians Local 47, has charged that Burdge, Majestic Records' Coast rep, did not pay local toolsters for was dates cut on the ABC Eagle label. Eagle was owned by Burdge prior to his position with Majestic. Labor commission entered the case and issued the allegedly ignored subpoena. When Burdge failed to appear, the city attorney's office took over and demanded he tell why he brushed off the labor board.

Burdge told The Billboard Thursday (22) that when he was served the subpoena, he asked for a continuance. Labor commission, Burdge related, said he did not act soon enough, hence the current difficulties. The Majestic chief here said he is being forced to settle with the union "soon" and seek a license for Majestic. He also intends reviving ABC Eagle and affiliating the label with Majestic.

St. Nick-Sig Suit Is Off

GIMMICK BRINGS PAY-OFF

Remote Control Disk Demo Helps Illinois Merchant

CHICAGO, Feb. 24.—A unique remote control system of demonstrating records, coupled with a self-service selling operation, has "reaped amazing customer response," according to Jim DeGogian, disk department manager of the Emerson Piano House, Decatur, Ill. Customer selections are taken to the sales counter for demonstration where sales clerks assign the customer to one of the shop's listening booths. Disks are played from behind the counter on a battery of Webster-Chicago speed players, each piped into one of nine booths. All selections are piled on the changer spindle. Controls in the booth permit the customer to push a reject button to change selections and also to advance volume. Customer doesn't handle the disks. Changers for 45 r.p.m. disks are piped into two other listening booths.

Changers have been wired so that a light on a panel in the booth indicates when a record is

being played, and the number of spins, reissues of older platens and fling evasions by some of the smaller companies.

Firms Default
According to the report, 835 disk retailers and 154 independent companies had signed trust agreements as of January 1. Of these, 154 companies and 4 firms were canceled for default.

The half-year contributions since the formation of the MPTF in 1949 following the end of the record ban have been: First half of 1949, \$603,000; second half of 1949, \$743,000; first half of 1950, \$733,000; second half of 1950, an estimated \$900,000.

The trustee, on December 1, allocated \$106,000 to pay for musicians' salaries for free public performances during the first half of 1951. The same amount was allocated for expenditure during the last half of 1950; \$660,000 was allocated for the first half of 1950.

strong promotion campaigns and sales meetings, believing "there is a lot of money to be made in the record business."

Decca Bows Into Can. Classic Field

TORONTO, Feb. 24.—Entering the classics field for the first time in Canada, Decca Records is launching its 'Gill list' here.

However, the records will reflect the recent increase in the price of the vinyl which is in short supply. The former price of \$2.45 is now \$3.15 for LP's.

Benny Pollack Skedded For 1st San Fran Date . . .

Benny Pollack will play his first date in San Francisco March 1. In his many years as a musician and entertainer, he has never "ed" Bay City. Associated with the Corporation (ABC) and Decca in the 1950 Club, three weeks, at \$2,000 a month, where the Dixie Club, currently at the Club on the Strip, last fall cut sides for Decca Records. Pollack may go East with his stand at the 150

Jack Bows March 1

Nearest W. C. Plattner . . .
Latest Coast disc is Sky-Riders, kicking off with 10 releases March 1. Label is owned by Bob Scherman, ex-Webster Records top. Dickery's stable includes Vivian Garcia, Dick Taylor, the Knightings (4) and Theron Way. Catalog embraces Latin, hillbilly, pop and swing tunes. Scherman, prior to forming Webster, was disking chief of Atlantic Records and before that, of the Atlantic Records. Atlas had initial waxings of Frankie Paige, King Cole and Eileen Wilson.

Casals Cavalcade Opens July 7 . . .

The Casals Music Festival has been pushed back a month from its originally scheduled June 10 opening date. The longhair festival will kick off July 7 and run through June 16 in Perpignan, France, in the Palace of the Kings of Mallorca. Works of Bach, Beethoven and Mozart will make up the programs for the festivities, which will be conducted by Pablo Casals. The program is the follow-up to the much celebrated Prades Festival of the past year. Soloists for the coming series include Rudolf Skerik, Dama Myra Hess, Isaac Stern, Jeanne Tourel, Alexander Schneider, etc.

SERVICE BANDS SEEK CATALOGS

NEW YORK, Feb. 24.—Expansion of the armed forces and the consequent development of service bands has resulted in a greater use of band music by the U. S. government. Publishing firms with standard catalogs of music have received a mild yip when the government asked for books on music. The request came from the Philadelphia Quartermaster's Depot. The music to be used by the U. S. Navy School of Music. The navy school is specifically interested in libraries of band music and some dance music.

SACRED SURVEY

Label Mails Gospel Tune Quiz Letter

HOLLYWOOD, Feb. 24.—Sacred Records is using a survey of radio stations to determine the potential of its gospel folk music. Label top Earle Williams has mailed detailed questionnaires to 1,200 AM stations in the South and Southwest. Diskery is trying to learn how many stations will use religious diskings and in what quantities. Over 600 outlets have replied, all to the effect that gospel platens would be welcome.

Sacred's gospel, issued by its sub-label, White Church, numbers 184 selections. Williams will mail the results of the survey to a Southern station in an effort to test the gospel alignment and compare it with the results of the additional gospel platens to sales at this time last year.

One phase of the mailing process is to inform dealers as to what stations are using its waxings. Dealers, in turn, make a special pitch for Sacred. Several stations have agreed to carry the label and will use programs built around the White Church recordings.

Col'bia To Wax Stafford-Eddy Ala G. MacRae

HOLLYWOOD, Feb. 24.—Columbia Records will pair Jo Stafford and Eddy Arnold in an effort to continue the songbird's high status she achieved at Capitol with Gene Autry. MacRae, of Miss Stafford's top Cap hits came teaming with MacRae. Since switching to Columbia, latter has been studying its talent roster for an appropriate baritone voice that would lend itself to duet blending. To date, she has not denied voices for a single shot with Gene Autry. However, Cries for You, backed by Trar Drops From My Eyes. However, teaming with Nelson Eddy is expected to be continued on a long-range basis, similar to the MacRae duos.

Eddy will continue to voice for Columbia's Masterworks series, but will hop vocally to the top side for the Stafford duets. Save for a few isolated exceptions, Eddy has stayed strictly to the semi-classical side of the song scene. His most recent pop venture was on Mule Train. Combination is expected to be the most successful of the songstress and concert baritone. Columbia will back up initial promotion with a radio campaign designed to lure the Stafford Capitol duet fans to Columbia.

ANTEDILUVIANS ARE PREFERRED

PHILADELPHIA, Feb. 24.—Nothing unusual in the local musicians' union notifying its members of the Philadelphia orchestra is holding auditions for a violinist, a player playing a tympani and a solo cellist. However, in addition to the usual queries as to the musician's education and experience, applicants must also give their drift status.

Music as Written

The 1951 celebration will be recorded for Columbia Records, as was the first festival.

Chester Budny Tops Polka Popularity . . .

The Chester Budny oak took first place in the third annual polka popularity poll run by Cleveland disk jockey Paul Nadel, who airs the polka platens shows over WJMO. Budny, a Columbia Records artist, last week cut a Polish language version of the pop hit, "Beautiful Brown Eyes."

'Beggars' Opera Bows New LP Diskery . . .

Another LP diskery enters the field next week when Mercury Records makes its bow with a three-record set of John Gay's "Beggars' Opera." The work has already been recorded with the full text of all 89 songs. Price of the diskings is \$17.85. Maximalist heads the label's included in the acting cast are Philip Bourne, Betty Gardner, Leon Jammy, Allan Hewitt and Frances Ried. Singing cast features Nancy Walker, Frances Paige, Helen Sargus and Don Loring Rogers.

Southern Music To Package Latin Tunes . . .

Ban Selvin, Southern Music general manager, is continuing his "Mambo Jambo" package. Month of March will be devoted to the plugging of mambo, notably "Mambo Jambo" by Perez Prado, B. Karl and C. Domo; "Cachalito Negro," and "Mambo Negro," by "The Mambo Came to Town," by Gilberto Valdes and Tony Lamon. In the coming schedule of promotions to coincide with the anniversary of heads of Latin-American government. Tie-ins with Brazil and its president, Getulio Vargas, will probably be set for April.

Baltimore Distills On Page One . . .

Distributors were page 1 news in the special television supplement The Baltimore American. Appearing under a "Television Forecast for 1951" head were photos of the city's top TV distributors and quotes from them concerning TV's future in the coming year. The tenor of their statements was that buyers would go wise to purchase sets now before materials shortages hit the industry.

Richmond TV Files As Bankrupt . . .

Debtor's petition under Chapter 11 of the bankruptcy act has been filed in the U. S. District Court. Television Corporation, manufacturers of Natalie Kalman TV sets. Company is headed by Jack Richmond. Petition calls for reorganization plans, paying debts 100 cents on the dollar in 12 monthly installments. Procedure came as result of supply shortages, credit limitations and distributor difficulties.

ASCAP Annual Session Mar. 27 at Waldorf . . .

ASCAP's general annual meeting will be held at the Waldorf-Astoria Hotel March 27. The business session will take place in the afternoon, the dinner in the evening.

New York:

Low Lubish, show business attorney and certified public accountant, has left the city for new offices over on 57th Street. Lubish is looking for headquarters at 57th Street and 6th Avenue. Stu Weprin, Philadelphia and a kiddie disk specialist, is incorporating himself as Stu Wayne Enterprises. Wayne intends to branch out into promotion of toys and novelties, in addition to straight show business activities.

COLUMBIA



Blossoming out!

San Antonio Rose and Lovely Is The Evening

Sung By

Jo Stafford

78 rpm 39206

33 1/3 rpm 3-39206

45 rpm 4-39206

BEST SELLERS!

POPULAR

	78 RPM	33 1/3 RPM	45 RPM
"MY HEART CRIES FOR YOU" and "THE ROVING KID" Guy Mitchell.....	39067	3-39067	4-39067
"BEAUTIFUL BROWN EYES" and "SHOT GUN BOOGIE" Rosemary Clooney.....	39212	3-39212	4-39212
"WOULD I LOVE YOU" and "LULLABY OF BROADWAY" Doris Day with Harry James.....	39159	3-39159	4-39159
"PETER COTTONTAIL" and "THE FUNNY LITTLE BUNNY" Gene Autry.....	38750	3-38750	MJY-4-48
"SO LONG" and "ACROSS THE WIDE MISSOURI" Paul Weston.....	39160	3-39160	4-39160

FOLK

"IF YOU'VE GOT THE MONEY I'VE GOT THE TIME" and "I LOVE YOU A THOUSAND WAYS"—Lefty Frizzell.....	20739	3-20739	4-20739
"IT'S NO SECRET" and "BLOOD ON YOUR HANDS" Sheryl Hamblen.....	20724	3-20724	4-20724
"SHINE, SHAKE, SHOWER" and "LOOK WHAT THOUGHTS WILL DO"—Lefty Frizzell.....	20772	3-20772	4-20772

NEW RELEASES!

POPULAR

"FAITHFUL" and "YOU'RE THE ONE" Frank Sinatra.....	39213	3-39213	4-39213
"LET ME IN" and "NOW THOUGHTFUL OF YOU" Paul Weston with Champ Butler.....	39250	3-39250	4-39250
"LOVING IS BELIEVING" and "LIGHT IN THE WINDOW" The Mariners.....	39219	3-39219	4-39219

FOLK

"I LOVE YOU JUST AS YOU ARE" and "I DON'T CARE ANY MORE"—Floyd Tillman.....	20793	3-20793	4-20793
"TRUSTING HEART" and "I HOPE I DON'T LIVE LONG ENOUGH TO LOSE YOU"—Billy Brown.....	20789	3-20789	4-20789

NEW RELEASES!

Coming Up! Watch These!

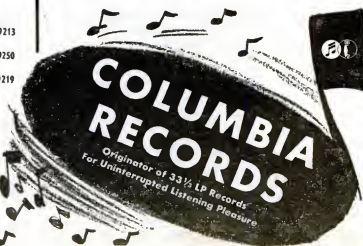
POPULAR

	78 RPM	33 1/3 RPM	45 RPM
"SPARROW IN THE TREE TOP" and "CHRISTOPHER COLUMBUS"—Guy Mitchell.....	39190	3-39190	4-39190
"SONNY THE BUNNY" and "BUNNY ROUND-UP TIME" Gene Autry.....	39217	3-39217	MJY-4-103
"PETER COTTONTAIL" and "EASTER PARADE" Sammy Kaye.....	39186	3-39186	4-39186

BEST SELLERS!

ALBUMS

"BENNY GOODMAN CARNEGIE HALL JAZZ CONCERT 1938" (2 Vols.).....		SL 160	
"YOUR DANCE DATE WITH PAUL WESTON".....		CL 6162	
"TEA FOR TWO"—Doris Day.....	C-215	CL 6149	B-215
"YOUNG MAN WITH A HORN"—Harry James.....	C-198	CL 6106	B-198
"SAMMY KAYE'S SUNDAY SERENADE 1950".....	C-219	CL 6155	B-219





CORAL
RECORDS

Their Greatest!

The Ames Brothers

Orchestra Directed by Roy Ross

SING



**MY LOVE
SERENADE**

and

**I LOVE
YOU MUCH
TOO
MUCH**

CORAL 60404 (78 rpm)
and
9-60404 (45 rpm)

CORAL RECORDS
America's Fastest Growing Record Company
(A Subsidiary of DECCA RECORDS INC.)

IN CANADA: Rogers Majestic Radio Corporation Ltd., Toronto-Montreal

Richmond's New Pubbery Goes Global

NEW YORK, Feb. 24.—The Bredelcher is becoming an important accessory to the Bowie Richmond publishing operation as its reference books on copyright law. The young lawyer, who recently made song deals with publishers in France, England, Italy, South Africa, and even China. Set for an immediate push is Don't Cry, an Edith Piaf tune in English lyrics by Eddie Constantine. Another, Piaf tune being promoted by Richmond is Cause Love You. Rights were obtained from Arpege, a French publisher; tunes are in Richmond's Edith Music, a Broadcast Music, Inc. (BMI), firm.

In his Essex Music, an American Society of Composers, Authors and Publishers firm, he has placed a pair of British tunes acquired from Charles Forsythe on a recent visit here. They are Good Luck, Good Health, Good Bless You and Cider Night. Also for Essex, he has obtained Put on Your Red Silk Stockings from the John Fields firm, another British pubbery.

The Italian, South American and Chinese tunes are as yet untitled melodies which Richmond is assigning to various lyricists. He is also continuing excavations in the vein of indigenous American sources, such as the finding of Woody Guthrie material for his Ludlow (formerly Essex) pubbery, another of his BMI affiliates.

Geller Leaves

Continued from page 9

of Mercury's a. and r. department from the diskery's central office here, while Joe Carlin will handle Eastern assignments out of New York, and travel to cut artists where necessary.

Austin McCoy, a. and r. topper, will tour the South and Midwest for approximately six weeks, before returning to the Coast, where he'll cut more r. and a. artists. He recently (The Billboard, February 24).

THE LITTLE GENERAL

presenting

"LITTLE SAIL TOWN GIRL"

"THE LITTLE WHITE DUCK"

"POEYIE"

"SOMEBODY STOP MY HORSE AND WAGON"

GENERAL MUSIC

100 Madison Ave., N. Y. C., PL-3742

Another BMI Pin-Up Hit!

"Sonny the Bunny"

GENE AUSTIN.....(Columbia)

TOMMY LUTHER.....(MGM)

HERVY SHIVER.....(Decca)

ROBERTA QUINLAN.....(Mercury)

Exclusively Licensed by

BROADCAST MUSIC, INC.

MUSIC

BOURNE

TO LIVE

"A FRIEND OF

JOHNNY'S"

INK SPOTS

DECCA 77941

BOURNE, DECA 77941

"BETWEEN

TWO TREES"

Recorded by

HARRY BABBITT

CORAL 60367

Gale and Gayles

Incorporated

170 Broadway, New York, N. Y.

SAVOY GOES IN BIG FOR BLUES

NEW YORK, Feb. 24.—Herman Lubinsky, topper of the Savoy records and blues diskery, this week signed a new set of blues singles for his label.

According to Lubinsky, the girls which are in the vicinity of 400 records, including a new set to place on the new label, have been signed to the label. Several names and finally came up with one that Lubinsky thought would create some attention.

The gal, who hails from Detroit, is to be billed on disks as Fat Fanny.

Remington 45 Entry Ready

NEW YORK, Feb. 24.—Remington Records' entry into the low-priced 45 r.p.m. album has been set for March 15, when the diskery will release 15 classical 45 r.p.m. albums. Priced at \$1.99, the albums will contain 10 songs each, and will be boxed. The firm's president, Don Gabor, this week also named Joe Vitale, a former music publisher and compiler, and announced the move of the Remington executive offices to the new Madison Building on Broadway here.

First 45 r.p.m. classics include such titles as Unfinished Symphony, Scheherazade, New World Symphony, Emperor Concerto and selections from Borodin, Berlioz and Corneille. Pop album titles will include Dinner Music, Frank Loacker, Sarah Vaughan, and Waters, Tongue and Cowboy Songs.

Is He Is?

Continued from page 9

one at RCA Victor has approached Alan Livingston with a proposition to have Capitol Records and come under its classification in the urgency of a label, and to reorganize the label. The group has been called "wastebasket" or "less-than-stellar" designation which was filed with Fleischman consisted of King, Matt Little, president, Gun-Nichols Company; Russell Fenton, general sales manager, Permoflux Corporation; Darwin Brown, law department; Ralph "Red" Johnson, a. and r. department; and Judge Joseph W. Van Allen, RCA, general counsel.

Nickel Also Sought
Meanwhile a special task group of the Joint Electronics Technology Council met this week (20) with NPA officials on matters relating to the production. The group, headed by A. C. Gable, said a drastic reduction of electronic tubes looked of shortages of nickel of the type used in pins, cathode sleeves, anodes and other parts. The committee disclosed that the shortage of nickel was a problem for military as well as civilian use.

Charles Green, manager of RCA record poster artists and representative department, and Capitol immediate supervisor, said that he had no idea of his own position, nor that dickers for the Cap. a. and r. man in progress.

Busch To Drop
Continued from page 9

lives indicated more hands will be added to the a. and r. department. Busch is a member of Capitol's triumvirate (others were Dave Dexter and Lee Gillette) and formed the committee that took over the a. and r. department's operations under Gillette's supervision after Jim Conkling quit the top a. and r. post to become Columbia's pressy. Busch's resignation from a. and r. does not affect his status as an artist. His artist's contract with Cap still has two years before it terminates. In some quarters, it was felt Busch's departure had anticipated promotion to the department's helm following Conkling's resignation.

HOLLYWOOD, Feb. 24.—Art Duncan, for six years associated with Capitol's advertising department, resigned this week to accept an exec post with the Mayers Company, Inc., a local ad agency. Designation is effective March 1. His duties will be absorbed by Lou Schurrer and Ray Polley. Schurrer is assistant merchandising manager under department topper Lloyd Dunham. Shirley Allen, Duncan's secretary, will be elevated to the personnel chief.

AFM Pickets Piled in Chi

CHICAGO, Feb. 24.—First picket line established by members of Local 808, Negro branch of the American Federation of Musicians (AFM), picketing the city's first night club this week when the union was notified Thursday (22) that the club was to be closed. The club, which is a union member, AFM members were dismissed by ops of Mayor Daley's office. The club, Street Bistro, Sunday (18) and was replaced Monday by non-union members. Ops of the city notified union leaders to return to work. The club was closed. The picket line being called off.

The neither Tom Rosenberg nor the ops of the Chicago Federation of Musicians' Association, could be contacted, it was learned from members of the ops that they received letters indicating that COCA will make another picket to fight the AFM live-work edit (The Billboard, February 19). In the letter, it is proposed that the ops set March 15 as a deadline for dropping live ops. Ops are also asked to inform COCA with information as to how much they spent for music, cost of their ops. The ops are also asked to inform COCA with information as to how much they spent for music, cost of their ops. The ops are also asked to inform COCA with information as to how much they spent for music, cost of their ops.

RTMA Pick

Continued from page 9

March is expected to be about the same as it was this month, NPA.

Represent Entire Industry

The RTMA committee informed Fleischman that it is representing its case for the entire radio-TV industry and not just for the radio-TV industry. The committee is also emphasizing that all radio, TV, and film equipment and communications equipment are dependent on loud speakers. The committee is also emphasizing that all radio, TV, and film equipment and communications equipment are dependent on loud speakers. The committee is also emphasizing that all radio, TV, and film equipment and communications equipment are dependent on loud speakers.

Slates Drawn
Continued from page 9

Oscar Hammerstein, Otto Harbach, John Fadden, Howard Walter Kramer, Edgar Leslie, George Meyer and Deems Taylor, Ray Henderson had resigned this week served notice that he was not a candidate for re-election. Henderson had resigned recently from the council of Songwriters Protective Association, one of the press of business affairs.

The new publisher candidates, in the pop-production division, are Ben Barton, Ben Bloom, Sam Fox, Charles H. Hansen, Fred Fisher, Charles George, George Paxton, Abner Berlin, Lincoln Mills, and Charles Trotter, of RKO Music. Standard publishing candidates are Coleman, Coleman, of Coleman-Rose Music; Edwin C. Gumbert, of Schneider & Gumbert Music; Carl Fisher, of J. Fischer Bros' Music.

Incumbent publisher directors are Louis Bernstein, Saul Bourne, Irving Caster, Frank Conkling, Royce, Donald G. Gabor, Lincoln Mills, Abe Olman, J. J. Robbins, Bernie Goodwin, Gustave Schirmer and Herman Starr.

The slate of writer candidates is

ASCAP GETS NEW HOME

NEW YORK, Feb. 24.—The move of the American Society of Composers, Authors and Publishers to new quarters, at 375 Madison Ave., will take place Tuesday (27). The Society will occupy all of the 13th and 14th floors of the new building.

Office operations will be being conducted from the new building with the several departments in closer contact than they had been at the old office in the RCA Building. The executive offices, New York office, including the legal department and the concert division will all be in closer proximity.

Merc Opens 4th Branch

CHICAGO, Feb. 24.—Mercury Records, Inc., Morris Pate, this week announced opening of the Chi diskery's fourth company. The new branch, located at an outlet in New Orleans. The branch will be temporarily operated by the company's new staff, which was formerly serviced by the local distributors, also factory owned.

Price also dropped Sunland Distributors, Inc., a subsidiary of Los Angeles and Mercury Distributors of Dallas, splitting the territory. Mercury Distributors of Minneapolis is opening a branch in Des Moines, Iowa, said, while Mike Sales of Denver is opening in Salt Lake City also.

ASCAP Video Talks Re-Set

NEW YORK, Feb. 24.—The American Society of Composers, Authors and Publishers (ASCAP) all-industry TV pro-program committee chairman, by Dwight Dillard, Wednesday (23), set resume negotiations for a contract with the radio-TV industry. The upshot of the industry's last letter sent to ASCAP last week, was that the industry would not take down on basic points, which was the spirit of the opinion that a contract could be worked out, and rather do so than ask the courts to set a scale of music costs.

Decca Deutsche
Continued from page 9

will stay set at that level because of governmental price brackets. The Decca pioneers the price raise trend last December, the diskery didn't anticipate the LP price maneuvers which moved and saw the competing waters move the 12-inch record price from \$5.95 to \$5.95, to catch up in part to the competition, and the 10-inch record price from \$4.95 to \$4.95. German staff in its \$5.95 special LP group.

First word from the German company is a complete recording of the incidental music for Midsummer Night's Dream, by Mendelssohn. Recording includes the rarely heard and never before recorded vocal parts. This disk has been rushed out as a special item, and is being handled by the diskery. Music of Johann Strauss comprises the second vocal part, and the Berlin Philharmonic and the Wurlitzer Orchestra. Both are newly scored recordings.

newworthy for the number of members. It is a complete recording of the requirements of the consent decree. However, insiders believe that the new recordings will be returned, with Jack Yellen a likely choice to win the spot vacated by Ray Henderson. A noteworthy sidelight to the selection of the new publisher candidates is that the new recordings had some difficulty in finding nine pop publishers willing to accept the fact that many of the new recordings are eligible for the new recordings with Broadcast Music, Inc. The board was careful to ask all prospects if they would be in the new recordings, and a surprising number

Martinique Set For Musicals

CHICAGO, Feb. 24.—Plans were made this week to convert Martinique Gardens, suburban portion of the Martinique, suburban dance, into a full-week summer theater or a musical review spot using semi-name bands. Tony Desantis, op, told The Billboard that Danny Goldberg, erstwhile entertainment impresario, and Jules Pfeiffer, who produced Mold of the Quartet and several other leggers about five years ago, had contacted him regarding conversion of the 1000-seat outdoor spot into a full-week summer stock group. Desantis said that Goldberg and Pfeiffer are contemplating the use of names and some supporting casts. Up to now all straw-hat productions have been held on the Far North Shore.

If the Goldberg-Pfeiffer deal falls to left, Desantis is mulling over at least two other names. One is the old College Inn and current Blackhawk productions. Desantis intends to contact Charlie Andrews, co-ordinator of the Garwood, N.J. show, regarding production of such a show for his spot. In addition, the spot would not be used to semi-name for dancing.

Victor Denies

Continued from page 9

vision Paul Barkmeier, over-all artist and repertoire head George Marek, pop artist and repertoire manager, Charles Green, a. and r. head. Miss Garland had been under contract to Victor, but that deal had not worked out.

Manie Sacks, Radio Corporation staff vicepres, conducted the negotiations with Miss Garland and her representatives on his last West Coast trip, whence he just returned. He claims he made no firm commitment to the Garland Victor label, and was simply vetoed by the other members of the organization on the grounds that Victor could do no better. A little good in view of the fact that the company is slightly overloaded with artists.

Where Miss Garland's management got the idea she was to be dropped, they decided to issue an "official" press release on the matter, must remain a minor turn-of-mind.

SPINOFF RECORDS

SPINOFF RECORDS
FREE PRESS

SPINOFF RECORDS
FREE PRESS

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FREE PRESS

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ATTENTION DISK JOCKEYS AND JUKE BOX OPERATORS!

YOUR NEXT BIG NOVELTY SMASH

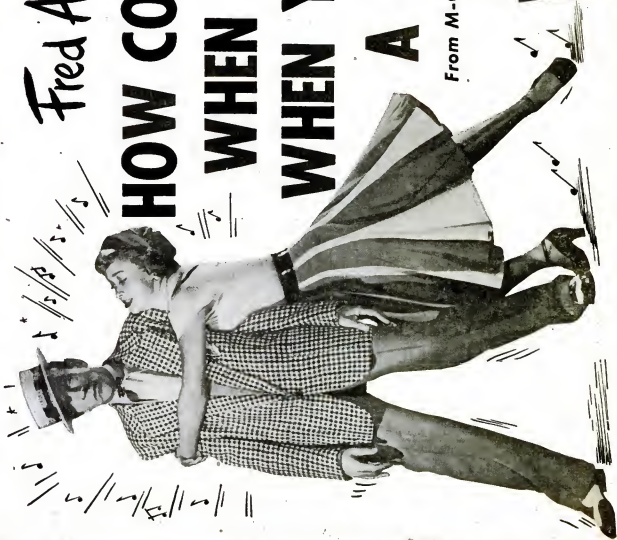
"THE LIAR SONG"

Fred Astaire and Jane Powell sing

HOW COULD YOU BELIEVE ME
WHEN I SAID I LOVE YOU
WHEN YOU KNOW I'VE BEEN
A LIAR ALL MY LIFE

From M-G-M's Sensational Film-Musical "ROYAL WEDDING"

MGM 30316—78rpm
MGM K30316—45rpm



**DEALERS!
OPERATORS!
DISC JOCKEYS!**

Capitol Buyer's Guide

COMING UP FAST!

78 45
rpm rpm

"FAITHFUL," "LONESOME GAL" Margaret Whiting	1391	F1391
"TULSA TROT" Tex Williams	1398	F1398
"ALWAYS YOU," "DESTINATION MOON" Nat "King" Cole	1401	F1401

HOT SELLERS!

POPULAR

"MOCKIN' BIRD HILL" Les Paul	1373	F1373
"I TAUT I TAW A PUDDY TAT" Mel Blanc	1360	F1360
"BEAUTIFUL BROWN EYES," "AT THE CLOSE OF A LONG, LONG DAY" Jimmy Wakely	1393	F1393
"TENNESSEE WALTZ," "LITTLE ROCK GETAWAY" Les Paul	1316	F1316
"JOHN AND MARSHA" Stan Freberg	1356	F1356
"MY HEART CRIES FOR YOU," "MUSIC BY THE ANGELS" Jimmy Wakely	1328	F1328
"JET," "THE MAGIC TREE" Nat "King" Cole	1365	F1365
"THE ROVING KIND," "SO LONG (IT'S BEEN GOOD TO KNOW YOU)" Les Baxter	1381	F1381
"YOU AND YOUR BEAUTIFUL EYES," "TOMDA WANDA HOY" Dean Martin	1358	F1358
"ALWAYS YOU," "DESTINATION MOON" Nat "King" Cole	1401	F1401
"HARBOR LIGHTS," "NEVERTHELESS I'M IN LOVE WITH YOU" Ray Anthony	1190	F1190
"PETER COTTONTAIL," "MR. EASTER BUNNY" Jimmy Wakely	929	F929
"ZIP POLKA," "YOU'RE ALL I ASK FOR—WALTZ" Johnny Pecon	1387	F1387

WESTERN & FOLK

"THE SHOT GUN BOOGIE" Tennessee Ernie	1295	F1295
"HOT ROD RACE" Ramblin' Jimmie Dolan	1322	F1322
"NEW ROVIN' GAMBLER" Hank Thompson	1379	F1379
"IF I COULD ONLY LIVE MY LIFE OVER" Leon Payne	1405	F1405
"YOU'RE ALWAYS BRAND NEW" Tex Ritter	1388	F1388
"A BROKEN HEART AND A GLASS OF BEER" Hank Thompson	1327	F1327



Week ending
MARCH 3, 1951

Hot Sellers based on
Actual Sales Reports

THE BIG ONE TO WATCH!

A New

Peggy
LEE

Gives Out Strong With

"YEAH, YEAH, YEAH"

coupled with

"ROCK ME TO SLEEP"

A Big Barrelhouse Number That Will Hit

Capitol Record No. 1428 on 78 rpm • on 45 rpm No. F1428



NEW RELEASES ON Capitol

	78 rpm	45 rpm
MARGARET WHITING <small>with Columbia Conducted by Russell Smith</small>	YOU ARE THE ONE SING YOU SINNERS <small>From the Paramount Picture "Sing the Sinner"</small>	1417 F1417
PEE WEE HUNT <small>with Columbia Conducted by Russell Smith</small>	SUGAR BLUES CAROLINA IN THE MORNING <small>Recorded by Pee Wee Hunt</small>	1418 F1418
MICKY KATZ <small>with Columbia Conducted by Russell Smith</small>	GEHAKTE MAMBO CHINY TOWN <small>(Parody of "Chimela, My Chimela")</small>	1419 F1419
NELLIE LUTCHER <small>with Columbia Conducted by Russell Smith</small>	PA'S HOT HOME—MA'S UPSTAIRS I REALLY COULDN'T LOVE YOU	1420 F1420
THE EWING SISTERS <small>with Columbia Conducted by Russell Smith</small>	FIDDLE FIDDLE YOU'VE BEEN SO GOOD TO ME, DADDY	1421 F1421
UNCLE JULIUS <small>with Columbia Conducted by Russell Smith</small>	HOW 'YA GONNA KEEP 'EM DOWN ON THE FARM (AFTER THEY'VE SEEN PAPER) WE LEFT OUR WIVES AT HOME	1422 F1422
RAMBLIN' JIMMIE DOLAN <small>with Columbia Conducted by Russell Smith</small>	WINE, WOMEN AND PINK ELEPHANTS I ALWAYS PLAY A LOSIN' HAND	1423 F1423
EDDIE DEAN <small>with Columbia Conducted by Russell Smith</small>	PLEASE DON'T CRY I'LL BE BACK <small>Recorded by Eddie Dean</small>	1424 F1424
BUCKY TIBBS <small>with Columbia Conducted by Russell Smith</small>	SHENANDOAH WALTZ JUST LIKE TWO DROPS OF WATER	1425 F1425
THE ORIGINAL ARTHUR SMITH <small>with Columbia Conducted by Russell Smith</small>	BEAUTIFUL BROWN EYES TRAIN WHISTLE BLUES	1426 F1426
AUDREY GASS <small>with Columbia Conducted by Russell Smith</small>	DEAR JOHN <small>Recorded with K. C. BOOGIE</small>	1427 F1427

The usual artists, indicated above, do not include Federal, State or local taxes.

I CAN BE HEARD
(IN PERSON) ON
SPIKE JONES'
RCA VICTOR RECORDING...



Peter Cottontail

...and for you ...
LONG HARES here's
the other side of
this ...



SPIKE JONES HIT...
RHAPSODY
FROM
HUNGER (Y)



RCA VICTOR Records

45 rpm—47-4055
78 rpm—20-4055



LISA'S GOT A HIT!

"CHARLIE IS MY DARLING" and "Beautiful Brown Eyes"

LISA KIRK on RCA Victor 20-4062 (78 rpm) - 47-4062 (45 rpm)

This week's
New Releases
... on **RCA Victor**

Release 31-0

Ships Coast to Coast, Week of March 4

POPULAR

VAUGHN MONROE and His Orchestra

You Are the One
A Strawberry Moon (In a Blueberry
Sky) 20-4074—(47-4074)*

FRANKIE CARLE and His Orchestra

Around the World
Where the Red Roses Grow 20-4075—(47-4075)*

STEVE GARNON and The Original Red Caps

Three Dollars and Ninety-Eight Cents
D'Ya-Eat Yet, Joe? 20-4076—(47-4076)*

THE FONTANE SISTERS with TEXAS JIM ROBERTSON

Let Me In
Hurry Home To Me 20-4077—(47-4077)*

COUNTRY

ANNIE LOU and DANNY and THE CARTER SISTERS with CHET ATKINS and His Guitar Pickers

Me Life With You
A Trinket of Shiner Gold 21-0439—(48-0439)*

CHET ATKINS and His Guitar Pickers with DANNY DILL

You're Always Brand New
Mountain Melody 21-0440—(48-0440)*

HANK SNOW (The Singing Ranger) with ANITA CARTER and The Rainbow Ranch Boys

Down the Trail of Achin' Hearts
Hundred Island 21-0441—(48-0441)*

IMP BOYD and His Men of the West

Dear John (I Brought Your Saddle
Home) 21-0442—(48-0442)*

RONALD BOTTOM BONGIE

21-0443—(48-0443)*

POP-SPECIALTY

EMILY BENEDEK and His Polkahearts

Theresa Polka
Let's Hold Hands While We're
Dancing 25-1189—(51-1189)*

RED SEAL SPECIAL

JAM PEEBEE with Orchestra and Chorus directed by Jack Blackton

Me, the Good Lord Bless and
Keep You
Sing, Everyone Sing
10-3274—(49-3274)*

*60 r.p.m. disc, 90s.

Going Strong

★ indicates records which according to actual sales, are recognized hits. The trade is urged to keep ample stock of these records on hand, or to order promptly when current stocks begin to approach the "sold out" stage.

- ★ IF/Zing-Zing-Zoom Zoom
Perry Como (Ngramm Rumberg) (Mitchell Ayres) 20-3997—(47-3997)*
- ★ Be My Love
Marin Lanza 10-1561—(49-1553)*
- ★ Rumba Boogie
Hank Snow 21-0431—(48-0431)*
- ★ Oh, What a Face
Phil Harris 20-4070—(47-4070)*
- ★ You're Just in Love
Perry Como and The Fontane Sisters 20-3945—(47-3945)*
- ★ In Your Arms / A Penny a Kiss
Dinah Shore and Tony Martin 20-4019—(47-4019)*
- ★ There's Been a Change in Me
Eddy Arnold 21-0412—(48-0412)*
- ★ Vest! La Gimbba
Marin Lanza 10-3228—(49-3228)*
- ★ St. Patrick's Day Parade
Dennis Day 20-4061—(47-4061)*
- ★ Peter Cottontail
Spike Jones and His City Slickers 20-4055—(47-4055)*
- ★ Across the Wide Missouri
Hugo Winterhalter and His Orchestra 20-4017—(47-4017)*
- ★ Would I Love You
Tony Martin 20-4056—(47-4056)*
- ★ Poison Love
Johnnie and Jack 21-0377—(48-0377)*
- ★ The Golden Rocket
Hank Snow 21-0100—(48-0100)*
- ★ I'm Moving On
Hank Snow 21-0328—(48-0328)*

Coming Up...

- ★ Down in Nashville, Tennessee
Dinah Shore 30-4015—(47-4015)*
The Dixie Jockey Club, The Billboard, February 19th.
- ★ I Apologize
Tony Martin 30-4016—(47-4016)*
The Dixie Jockey Club, The Billboard, February 19th.
- ★ May the Good Lord Bless and Keep You
Eddy Arnold 21-0435—(48-0435)*
The Country and Western Dixie Jockey Club, The Billboard, February 19th.
- ★ My Heart Cries for You
Dinah Shore 30-3973—(47-3973)*
Best Selling Pop Single, Billboard, February 9th; Records Most Played by Disk Jockeys, Billboard, February 9th.

TIPS LET ME IN

THE FONTANE SISTERS with
TEXAS JIM ROBERTSON

30-4077 (47-4077)*

"This Week's Mailbag"

O.E. Ten Wal

We started a column in this space last November when BILLBOARD changed over to its new format. Three other a few issues we abandoned it in favor of display advertising on new RCA Victor records. We didn't think anyone would care, but, brother, we were wrong!

We received letters from Chicago to Chattanooga—dealers, disc jockeys and coin ops (even publishers) making us to restore the column. So here it is—the column you asked us to continue. We'll try to keep it interesting, away, and most of all helpful.

Something's happening in the record business and it started with a 45 rpm record called the RACKSTAGE RECORD.

Have you heard about the RACKSTAGE RECORD? It set better home your distributor or the salesman who calls you than any other because the RACKSTAGE RECORD has done plenty to get people talking about the record business.

One dealer sent out 200 RACKSTAGE RECORDS with his compliments to his 100 best customers. Results more "thank you" calls than that dealer has ever received from any customer good-will activity.

Several dealers are using the RACKSTAGE RECORD to sell the Dinah Shore-entitled cast CALL ME MADAM album and they're reporting that as a result of the interest caused by the RACKSTAGE RECORD the RCA Victor CALL ME MADAM album is their top-selling album.

Letch on to the RACKSTAGE RECORD. It brings your customers backstage at the IMPERIAL THEATRE in N.Y. City, where CALL ME MADAM is playing. On the record are the voices of the stars, plus the legendary voice of IRVING BERLIN, plus the message from the curtain calls and the general backstage confusion at a hit Broadway play. Again—if you're not hip to the RACKSTAGE RECORD, call your distributor now.

Watch LIFE MAGAZINE, issue at March 5th, for the full-page announcement of RCA Victor's fabulous SINGERS' SINGLE RECORD SERIES—exclusive fifty-four-line-panel guests which we released in an unprecedented single record salvo and which already have captured the hearts of the nation's disc jockeys and coin ops.

Tie in with this LIFE ad by using the wealth of sales-creating display and merchandising items RCA Victor has developed for you. Call your RCA Victor distributor. Ask him for the window display display, giant hanging posters, blowups, special supplements and SPECIAL SINGLE RECORD MERCHANDISE that will keep your cash registers ringing till the cows come home.

Be sure to read this column next week!

The stars who make the hits
are on

RCA VICTOR Records

RCA VICTOR DIVISION

RADIO CORPORATION OF AMERICA, CAMDEN, NEW JERSEY



CORAL
RECORDS

'Her Nibs'

Georgia Gibbs

 with Orchestra
Directed by Glenn Osser

Sings

ONCE UPON A NICKEL and SHOO SHOO BABY

 CORAL 60406 (78 rpm) and
9-60406 (45 rpm)

CORAL RECORDS

America's Fastest Growing Record Company

[A subsidiary of DECCA RECORDS, INC.]

IN CANADA: Rogers Majestic Radio Corporation Ltd., Toronto-Montreal

THE BILLBOARD Music Popularity Charts

• Most Played Juke Box Records

... Based on reports received February 21, 22 and 23

Records listed are those receiving the greatest play in the nation's juke boxes. List is based on The Billboard's weekly survey among 3,500 jukeboxes in all sections of the country. Above the title of each of the most played records are other available recordings of the same tune. Issues shown in this chart after available records of tunes listed here will be found in the Juke Box of This Music Popularity Chart, Part I.

POSITION	Weeks (Last This in Juke-Box Weeks)			
15	1	1. TENNESSEE WALTZ	P. Page	Mercury 7815534; (45) 5534-45-BMI
12	2	2. MY HEART CRIES FOR YOU	G. Mitchell M. Miller	Capitol 7819967; (33) 55-3907
7	3	3. IF	P. Camo	Victrola 3997; (45) 147-3997-BASC
8	4	4. ROVING KIND	G. Mitchell M. Miller	Capitol 7819967; (45) 54-3907-BMI
9	5	5. BE MY LOVE	M. Lanza	Victrola 356; (45) 149-3553-BASC
8	6	6. SO LONG	G. Jenkins-Weavers	Decca 78127376; (45) 9-27376-BMI
12	7	7. TENNESSEE WALTZ	G. Lombardo	Decca 78127334; (45) 9-27334-BMI
9	8	8. YOU'RE JUST IN LOVE	Fontane Sisters P. Camo	Victrola 3945; (45) 147-3945-BASC
11	9	9. MY HEART CRIES FOR YOU	D. Shore	Victrola 3976; (45) 147-3976-BASC
3	10	10. WOULD I LOVE YOU	P. Page	Mercury 7815535; (45) 5535-45-BASC
8	11	11. ROVING KIND	Weavers	Decca 78127352; (45) 9-27352-BMI
8	14	14. MY HEART CRIES FOR YOU	J. Wakely	Capitol 7813328; (45) 13-3328-BASC
4	15	15. PENNY A KISS. PENNY A HUG	O. Shore-T. Martin	Victrola 40176; (45) 147-4017-BASC
7	15	15. ZING ZING-ZOOM ZOOM	P. Camo	Victrola 3997; (45) 147-3997-BASC
2	20	14. IF	O. Martin	Capitol 781342; (45) 13-342-BASC
2	21	16. MOCKIN' BIRD HILL	L. Paul M. Ford	Capitol 781373; (45) 13-373-BASC
2	25	16. MOCKIN' BIRD HILL	P. Page	Mercury 7815595; (45) 5595-45-BASC
17	12	18. NEVERTHELESS	Hills Brothers	Decca 78127353; (45) 9-27353-BASC
1	—	18. ABA DABA HONEYMOON	C. Carpenter D. Reynolds	Mercury 7813022; (45) 54-3022-BASC
26	18	20. HARBOR LIGHTS	S. Kaye	Capitol 7813963; (45) 13-3963-BASC
3	18	20. PENNY A KISS. PENNY A HUG	E. Howard	Mercury 7815563; (45) 5563-45-BASC
6	21	21. SHOTGUN BOOGIE	Tennessee Ernie	Capitol 781295; (45) 12-295-BMI
8	17	23. MY HEART CRIES FOR YOU	V. Damone	Mercury 7815563; (45) 5563-45-BASC
7	21	23. TENNESSEE WALTZ	L. Paul	Capitol 781334; (45) 13-334-BMI
15	13	25. THING, THE	P. Harris	Victrola 3996; (45) 147-3996-BMI
1	—	26. MOCKIN' BIRD HILL	Pineapples	Capitol 781343; (45) 13-343-BASC
1	—	26. PENNY A KISS. PENNY A HUG	Andrews Sisters	Capitol 7812741; (45) 9-2741-BASC
4	29	28. MY HEART CRIES FOR YOU	R. Foley-E. Knight	Capitol 78127378; (45) 9-27378-BASC
3	29	29. CHICKEN SONG	G. Lombardo	Decca 78127395; (45) 9-27395-BASC
1	—	29. IF	Ink Spots	Capitol 7812741; (45) 9-2741-BASC

MERVIN SHINER

SINGS THE BIG EASTER SONG!

SONNY THE BUNNY

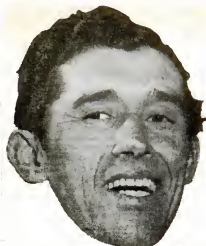
COUPLED WITH
BUNNY ROUND-UP TIME

DECCA 27482 (78 rpm) and 9-27482 (45 rpm)

America's Fastest Selling Records

DECCA RECORDS

THIS DECCA RECORD
Available on 45 rpm - 78 rpm



ROY ACUFF



back again ...
better than ever,
singing

A plastic heart

and

Your address unknown

78 rpm 20792 33 1/3 rpm 3-20792
45 rpm 4-20792

Feature this long-awaited new release
by one of America's foremost folk artists



Columbia Records



First, Finest, Foremost in Recorded Music

THE BILLBOARD Music Popularity Charts

• Country & Western Records Most Played by Folk Disk Jockeys

... Based on reports received February 21, 22 and 23

Records listed here in numerical order are those played most by the nation's leading Country and Western disk jockeys. List is based on reports from weekly survey among a select list of over 100 disk jockeys specializing in Country and Western tunes.

WEEKLY POSITION	LAST WEEK'S POSITION	ARTIST	RECORD
8	2	1. THERE'S BEEN A CHANGE IN ME E. ArnoldV78021-0412; (45)48-0412-ASCAP
10	1	2. SHOTGUN BOOGIETennесси Etna
17	3	3. I LOVE YOU A THOUSAND WAYSL. FrizzellCat781207; (45)34-1207-BMI
15	4	4. GOLDEN ROCKETHank SnowV78021-0412; (45)34-1207-BMI
5	5	5. TENNESSEE WALTZP. PageMercury781204; (45)34-1204-BMI
2	—	6. TENNESSEE WALTZPee Wee KingV78021-0412; (45)34-1204-BMI
1	—	7. LOOK WHAT THOUGHTS WILL DOL. FrizzellCat781207; (45)34-1207-BMI
17	8	8. IF YOU'VE GOT THE MONEY I'VE GOT THE TIMELefty FrizzellCat781207; (45)34-1207-BMI
1	—	9. RHUMBA BOOGIEHank SnowV78021-0412; (45)34-1204-BMI
36	10	10. I'M MOVIN' ONH. SnowV78021-0412; (45)34-1204-BMI

Coming Up

Records listed here in alphabetical order show signs of increasing popularity according to a limited number of questionnaires from country jockeys, disk jockeys but do not have strength to be listed in best selling (most played) category.

IF YOU WANT LOVIN'	D. Martin S. Thompson	Mercury 781206-BMI
HOT ROD RACE #2	A. Shibley	Gilt Edge 5400
SHINE, SHAVE, SHOWER	L. Frizzell	

• Country & Western (Folk) Record Reviews

Each of the records reviewed here expresses the opinion of the member of The Billboard music staff who reviewed the record.

ARTIST LABEL AND NO.	TUNES COMMENT	POPULARITY RANK
RED FOLEY-ERNEST/TUBB The Chickadee Song DECCA 4429—Tubby and Ernest combine for a milking out on the hills of Tennessee, rising via a Lombard-style So Long	84-84-84-84	
ERNEST TUBB Don't Stay Too Long DECCA 4429—Tubby and Ernest combine for a milking out on the hills of Tennessee, rising via a Lombard-style So Long	86-87-86-86	
IF YOU WANT LOVIN' The new country favorite from the Duke Martin-Sue Thompson Mercury 781206, with infectious rhythm go from Tubby; could forge a new hit.	85-85-85-85	
HARDROCK CUNTER (The Peabody) Dad Give My Hug Away RCA 302—Cunter gets a superb long-necked rendition, telling off a broken-hearted little country boy. Piano, rhythm and sub- lime story make a beautifully corny backing. Might be a sleeper here.	84-84-84-84	
Longtime Blues Wardner does a few jump blues with a strong melody pattern and lyrics. Combs gets off some fine country just in back.	78-78-76-80	
TOMMY SOSERRE She's My Easter Lily CORA 4402—Country version of the pop seasonal ditty is effective as charted by Bill Day.	72-72-72-72	
Easter Parade The Berlin standard is handed a most contrived interpretation.	70-70-70-70	
ARKE SHIBLEY (Mountain Dew Boys) Hot Rod Race No. 2 GILT EDGE 5400—Shibley, creator of the original "Hot Rod" stick has a follow-up using the same line. Hard-hitting jazz could catch here.	83-84-83-82	
1 Wish I Was Somebody's Babe So an teenager gets a modern-fast rendition. Routine side.	69-70-69-68	
CHUCK MURPHY My Buckskin's Been Fixed GILT EDGE 5400—The rapper sings with style and presence on this tune following on "My Buckskin's Got a Hole in It." Honky Tonk Blues Singing many lives with routine piano and country-dance strings. Murphy checks it with sentiment and few pretensions.	74-74-72-76 75-75-74-77	
BILL FRANKLIN & MOLLY DARR (Bud Messer's Ark) Georgia Walls ARKE 1202—Franklin and Darr, popular on this effort to develop their "Cane Wagon" style.	50-50-50-50	
I Don't Care What You Used To Be (Bud Messer's Ark) This combination gets a lot more life and feeling into an old tear-jerker, which, the cluck by Dicks & Messer, is fine country timber.	70-70-70-70	
GOV. GORDON BROWNING Tennessee Waltz MERCURY 8310—The governor of Tennessee makes up in spirit and conviction what he may lack in musical talent. Side is a promotional shot of charts, with musician going to charity.	63-70-60-60	
Black Mountain Rag (Tommy Jackson) Apparently the Governor had only one side in him for the date—the top here is a happy instrumental square dance.	60-60-60-60	

THE BILLBOARD Music Popularity Charts

• Best Selling Retail Folk (Country & Western) Records

... Based on reports received February 21, 22 and 23

Records listed are Country and Western records that sold best in stores according to The Billboard's special weekly survey among a selected group of retail stores, the majority of whose customers purchase Country and Western records.

POSITION
Weeks (Last) This
to date (Week) First

8	2	1	THERE'S BEEN A CHANGE IN ME	E. Arnold	W78121-0412; (45148-0412)—B&M
12	1	2	SHOTGUN BOOGIE	Tennessee Slim	Cap78122-0412; (45148-0412)—B&M
14	2	3	GOLDEN ROCKET	H. Snow	W78121-0412; (45148-0412)—B&M
35	4	4	I'M MOVIN' ON	H. Snow	W78121-0412; (45148-0412)—B&M
1	—	5	BOUNCE BOOGIE	Frank Snow	W78121-0412; (45148-0412)—B&M
19	6	6	IF YOU'VE GOT THE MONEY I'VE GOT THE TIME	L. Frizell	Cap78122-0412; (45148-0412)—B&M
1	—	7	POISON LOVE	Johannie & Jack	W78121-0412; (45148-0412)—B&M
2	10	8	MAY THE GOOD LORD BLESS AND KEEP YOU	E. Arnold	W78121-0412; (45148-0412)—B&M
9	5	9	I LOVE YOU A THOUSAND WAYS	Lefty Frizell	Cap78122-0412; (45148-0412)—B&M
14	9	10	MOONIN' THE BLUES	H. Williams	W78121-0412; (45148-0412)—B&M

Coming Up

Records listed here in alphabetical order show signs of increasing popularity according to a limited number of questionnaire from dealers (operators, disk jockeys) but do not have strength to be listed in best-selling chart (present) category.

1.	SHINE, SHAVE, SHOWER	L. Frizell	Cap78122-0412; (45148-0412)—B&M
2.	LOOK WHAT THOUGHTS WILL DO	L. Frizell	Cap78122-0412; (45148-0412)—B&M
3.	COLD, COLD HEART	H. Williams	W78121-0412; (45148-0412)—B&M

THE JUKE BOX OPERATOR and YOU

In a YEAR OF CRISIS !

Critical year? Absolutely. Yet it is safe to say that before '51 is well on its way MORE PEOPLE will be spending MORE MONEY in MORE JUKE BOXES than at any time in the past four years. To the well-informed operator 1951 can be the most prosperous year in a long time.

Keeping operators informed is The Billboard's job from week to week. The Billboard's 1951 Juke Box Special will do much more.

It will be the guide post for the juke box industry all of '51 and beyond. It will review, analyze and interpret the picture set during the last seasonal cycle... It will point the way to the profitable operation for the future... It will serve as an operating manual for long term reference.

The Billboard 1951 Juke Box Special will be the year's most useful contribution to the juke box industry. It is an absolute must for everyone who is directly or indirectly connected with that industry.



40 BIG PAGES of FEATURES that help to answer vital questions.

SUBSCRIBE NOW

If you subscribe now and send cash with order, you will receive this \$3 "juke made" binder pre-smoothed with your name.



- How About the Supply of 78 or 45 R.P.M. Records?
- How Can I Prepare Now for the Problems Ahead?
- How Will Income and Operating Costs Stack Up?
- What About Manpower Shortages? How Can I Get, Train and Hold Ours Help?
- How Do I Go About Adding Refuse Plants in Location?
- How Much Equipment Will I Be Able To Sell?
- Top Tunes From 1950 to 1950 and Records Available.
- Favorite Juke Box Standards and Records Available.
- Records Available on Top Ten Tunes From 1950 to 1950.
- Complete Current Music Pop Charts.

3-3

The Billboard
2160 Patterson St.
Cincinnati 22, Ohio

Please enter my subscription to The Billboard for one year, including the 1951 Juke Box SPECIAL, dated March 17, for which I enclose \$10. I understand that I will receive the personalized "juke made" binder FREE.

Name

Address

City, Zone & State

Occupation

SEND CASH WITH ORDER, GET BINDER FREE

Issue Dated March 17—Out March 13

Roy's back again—
Bigger than ever...

Roy Acuff

Singing...

"A PLASTIC HEART"

and...

"YOUR ADDRESS UNKNOWN"

Columbia #20792—33 1/3 3-20792—45 4-20792

Columbia Records

First, Finest, Foremost in Recorded Music

THE BILLBOARD Music Popularity Charts

Modern's New Release

"GOIN' AROUND IN CIRCLES"
"YOU CAN'T KISS A DREAM GOODNIGHT"

by **Jimmy Witherspoon**
Mod. 806

STILL HOT . . .

"BLUES ALL AROUND ME"

by **Ray Hawkins**
Mod. 794

RHYTHM AND BLUES NOTES

By HAL WEBMAN

The Griffin Brothers ork, Dot Records artist has inked a management pact with Shaw Artists Corporation. The band's vocalist is **Mergie Day**. The group currently has a hit waxing, "Little Red Rooster." . . . **Charlie Parker** with his strings has been booked into New York's Birdland bistro for 10 days beginning March 22. Parker will follow the nitery with a one-weeker at the Apollo Theater, New York, beginning April 5. . . . Birdland also bought the **Slims** Gailled Trio for a week; the group opened Washington's birthday. . . . **Johnny Hodges's** new small band now being set for tour by Shaw Artists Corporation, has been inked for the 421 Club in Philadelphia for the week of April 2 and will follow that with a stanza at the Lou and Alex nitery in Washington. . . . The **Charliettes** have been signed to a National disk- ing pact. . . . Universal Attrac- tions' topper, **Ben Bard**, is vacation- ing in St. Petersburg, Fla.

Imperial Records' "Chew To- bacco Rag" has topped the 50,000 mark and promises to be a top seller. Tune, in hillbilly vein, is waxed by **claffer Billy Briggs**. Song is expected to exceed label's former big number, "Pat Man," by **Fats Domino**. . . . **King Cole** Trio opens at Harlem House, Philadelphia, March 12. . . . **Phil Moore**, ex-Discovery musical chief, is doing mood music for an art school as a hobby. . . . **Anglin** Records execs **Leo and Eddie Menzer** left Hollywood offices. **Leo** departed Wednesday (21) for New York, and **Eddie** the same day for San Francisco. . . . **Modern's** Jimmy Witherspoon is prepping an Eastern p-a. tour. **Label's** **Ray Hawkins** due in Hollywood March 6 to cut more sides.

• Most Played Juke Box Rhythm & Blues Records

. . . Based on reports received February 21, 22 and 23

Records listed are rhythm and blues records most played in juke boxes according to the Billboard's special weekly survey among a selected group of juke box operators whose locations require rhythm and blues records.

Weeks Last This (to date/Week/Hot)

4	3	1.	BLACK NIGHT	C. Brown	Atlantic 376
3	4	2.	LOST LOVE	P. Mayfield	Specialty/787605 (45) 376
14	1	3.	BAD, BAD WHISKEY	A. Milburn	Atlantic 364
15	2	4.	TEARPOORS FROM MY EYES	Ruth Brown	Atlantic 919-BMI
10	5	5.	ROCKIN' BLUES	J. Otis M. Walker	Specialty/787605 (45) 376
19	6	6.	PLEASE SEND ME SOMEONE TO LOVE	P. Mayfield	Specialty/787605 (45) 376
1	7	7.	MY HEART CRIES FOR YOU	D. Washington	Mercury/781820 (45) 376
3	8	8.	BABY, LET ME HOLD YOUR HAND	R. Charles	Scapino 250
2	9	9.	ONCE THERE LIVED A POOL	J. Grooms	Atlantic 364
6	10	10.	TELEPHONE BLUES	F. Dixon	Atlantic 3075
9	10	10.	EVERY NIGHT ABOUT THIS TIME	Fats Domino	Imperial 3009
1	10	10.	I ONLY KNOW	D. Washington	Mercury/781813 (45) 376

• Advance Rhythm & Blues Record Releases

Decca House Is The—Lillian Esther (Other Light)	Unita Sun Blues—Sunny Thompson (Smash 544)
Federal 12516	King 4031
Federal 12516	Yan Can't Kiss A Dream Goodnight—Jimmy Witherspoon (17th Ave.) Modern 20-86
Got's Find My Baby—The Ravens (You're Always)	You're Always In My Dream—The Ravens 163-BMI
Cal 39194	Find Cal 39194
The New—Johnny Felton (You're Spending) Abbey 3022	You're Spending My Money Too Fast—Johnny Felton (The New) Abbey 3022

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"MAMBO BOOGIE"

Instrumental—Johnny Otis Orch.

"CEE BEE"

by Mal Walker

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- What About Menus—Shortages? How Can I Get Them and What Ours Help?
- How Do I Go About Adding Defense Plants as Locations?
- How Much Equipment Will I Be Able To Buy?
- and Important references like these:
- Top Tunes From 1900 to 1940 and Records Available
- Records Available on Ten Top Tunes From 1940 to 1950
- Complete Current Music Pop Charts.

Issue Dated March 17—Out March 13

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by **Ray Hall** and **His Catbirds**

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123 "GOSSIP IN THE BARNYARD"

124 "LEAVE DROPPIN"

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THE BILLBOARD Music Popularity Charts

• **Best Selling Retail
Rhythm & Blues Records**

... Based on reports received February 21, 22 and 23

Records listed are rhythm and blues records that sold best in stores according to The Billboard's special weekly survey among a selected group of retail stores, the majority of whose customer's purchase

POSITION		Weeks Last Time to Date/Weeks Here		TITLE		ARTIST		LABEL	
19	1	1		TEARDROPS FROM MY EYES...	Ruth Brown			Atlantic	919-BM1
				Ain't Making the Same Mistake					
3	4	2		BLACK NIGHT	C. Brown			Aladdin	376
				Once There Lived a Fool					
19	3	1		PLEASE SEND ME SOMEONE TO LOVE	P. Mayfield			Specialty	781275 (4) 91375-45-BM1
				Strange Thing Happening					
2	5	4		ROCKIN' BLUES	J. Otis-M. Walker			Savoy	760-BM1
				7 Little Ma					
2	7	5		LOST LOVE	P. Mayfield			Specialty	781290 (4) 91390-45
				Life Is So Good					
10	2	6		BAD, BAD WHISKEY	A. Milburn			Aladdin	368
				Don't Turn Your Back on Me					
4	8	3		RED'S BOOGIE	Plano Red			Atlantic	914
				Rascal's Wreck Red					
2	—	8		DO SOMETHING FOR ME	Dominoes			Atlantic	915-0009 (4) 9150-0009
				Blues					
5	8	9		LITTLE RED ROOSTER	M. Day-Griffin Brothers			Dot	1029-BM1
				Blues All Alone					
22	6	10		ANYTIME, ANYPLACE, ANY- WHERE	J. Morris-L. Tate			Aladdin	914
				Come Back, Sister Blues					
6	9	1		TELEPHONE BLUES	F. Dixon			Atlantic	3075
				Let Your Mind Wander					
5	—	10		ROCKING WITH RED	Plano Red			Atlantic	914
				Red's Boogie					

• *Rhythm & Blues Record Reviews*

Each of the records reviewed here expresses the opinion of the member of The Billboard music staff who reviewed the record.

LABEL AND NO.		COMMENT	TUNES	
ARTIST			69-71	69-71
RAY-O-VACS				
Goodnight, My Love		Ray Charles' "Goodnight My Love" has the same charm, throaty style as the hit on the successful "Swanned Away," but it doesn't come close to the original.	69-71	69-71
Take Me Back to My Roots and Saddle		Some approach with more interesting lyrics than the style and the song.	66-68	66-64
MELVIN MOORE (solo)				
I'm Still in Love With You		NATIONAL, 1947—Moore, a smooth-chanting style, does a feelgood ballad on an original with lyrics helmed by T-Bone Walker. Reminiscent, with organ accom., is a shade plastic.	71-71	70-72
Moonin' the Blues		Moore plays his own style, with a bluesy feel. Williams' blues song. It sounds a bit like Louis Jordan, with a smart on-the-beat attack.	80-80	80-80
JOE MORRIS				
Atlantic 931—C'm, moving		Atlantic 931—C'm, moving, reminiscent of The Louis Prima band's melody. Both vocal and instrumental work are top-notch—could give time.	84-84	83-85
Jump, Everybody, Jump		Scraps and a little with a preachy tear chorus and a heavy swing feel enthralling everyone to jump.	74-74	73-75
THE RAVENS				
Lilacs to the Rain		NATIONAL, 1948—Nice choice of tune here in the delicate Billie Holiday-Pearl-Baer De Rose ballad. Group does it with effective feeling and feeling.	83-83	83-83
Time Is Marching On		Flamingo jump does effort.	73-73	72-74
CECIL GALT				
Rockin' Little Baby		DECCA 4809—Galt does a powerful chanting and superb job in handling this hit on the "Rockin' Little Baby" theme. Should be a money maker, particularly in Southern cities.	82-82	81-83
Shot Gun Boogie		Another unusual tempo performance by Galt on a fast-tempo, bluesy theme should pick up action.	82-82	81-83
JOHNNY FELTON				
You've Spent My Money Too Fast		GERRY 3092—A very funny and original wacky lyric is sold bright and fast.	84-85	83-85
One		Another unusual tempo performance by Galt on a fast-tempo, bluesy theme should pick up action.	64-64	63-63

LITTLE ESTHER (Earl Warren Ork)
Other Lips, Other Arms 74--74--74--74

The Deacon Moves In (The Deacon)

THE RAVENS

Gotta Find My Baby 84--84--83--85
COLUMBIA 39194—Group really hits top form in a fine, pulsing job of their best type of tune—a swinging jump blues.

Combo departs from usual style by singing a close harmony in unison practically all the way. Good blend, lively tune.

Sweet Slumber 83--83--82--84
SAVORY 779—Quartet socks thru with a smooth, pulsating slow ballad job. Lead tenor has a persuasive, intimate, note-bend attack.

Don't Leave Me Now
Another very persuasive, intimate job on a lively slow ballad.

ARTIST LABEL AND NO.	TUNES COMMENT	WEEKS	
		ON CHART	AT TOP
JOE HILL LOUIS I Feel Like a Million HUGOBON 3307—Pounding, Southern style blues. Last, a new theme, sing and plays drums, guitar, and between lines, harmonica.	64-62-64-66		
RAYMOND Play Slow With My Southern Style , by the name <i>mean</i> <i>corde</i> .	63-61-63-65		
JIMMY WITHERSPON I'm Can't Answer the Circles HUGOBON 3308—WITHERSPON delivers a heartfelt, moving, slow minor blues, with a sildolent tear as obligate punching home the message. Good ballad.	84-84-84-85		
Yes Can't See a Dream <i>Goodbye</i> Wardner sings <i>corde</i> going up to a 16 to 16 <i>ballad</i> .	72-72-70-74		
SONNY THOMPSON Smoke Stack Blues HUGOBON 3309—"Long Goin'" 80'er does a slow, insouciant waltz in blues vein, with a preaching, <i>renew</i> <i>can</i> <i>go</i> , guitar, <i>and</i> <i>rest</i> <i>will</i> <i>be</i> <i>come</i> <i>around</i> <i>in</i> <i>the</i> <i>background</i> .	80-80-80-80		
Uncle Sam Blues Wardner joins Edwards' <i>chanta</i> a medium tempo typical blues about the virtues of a <i>dradler</i> . Effective performance.	74-76-74-72		
STICKS McGHEE Oh, What a Face HUGOBON 3310—A 16 to 16 <i>ballad</i> marking the end of the "Songs for Sale" promotion <i>dis</i> <i>completing</i> <i>misses</i> <i>key</i> .	55-55-55-55		
Yes Can't See Something on the Ball RAYMOND original material is delivered without <i>misses</i> by McGHEE	52-55-50-50		

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DEBBIE REYNOLDS and CARLETON CARPENTER

ABA DABA HONEYMOON - ROW, ROW, ROW

78 RPM - MGM 10932 • 45 RPM - MGM K10932

HANK WILLIAMS

LOVESICK BLUES - NEVER AGAIN

78 RPM - MGM 10932 • 45 RPM - MGM K10932

DEAR JOHN - COLD, COLD HEART

78 RPM - MGM 10904 • 45 RPM - MGM K10904

BILLY ECKSTINE

I APOLOGIZE - BRING BACK THE THRILL

78 RPM - MGM 10903 • 45 RPM - MGM K10903

LENNIE HAYTON

and the MGM Studio Orchestra

SLAUGHTER ON TENTH AVENUE - Parts 1 & 2

78 RPM - MGM 10174 • 45 RPM - MGM K10174

BLUE BARRON

and his Orchestra

LET ME IN - SOMEBODY'S THINKING OF YOU TONIGHT

78 RPM - MGM 10923 • 45 RPM - MGM K10923

FRED ASTAIRE and JANE POWELL

HOW COULD YOU BELIEVE ME WHEN I SAID I LOVED YOU
WHEN YOU KNOW I'VE BEEN A LIAR ALL MY LIFE - TOO LATE NOW

78 RPM - MGM 10916 • 45 RPM - MGM K10916

BILL FARRELL

IN THE LAND OF MAKE BELIEVE - MORE THAN I CARE TO REMEMBER

78 RPM - MGM 10900 • 45 RPM - MGM K10900

JACK FINA

and his Orchestra

ALWAYS YOU - ONCE IN A LIFETIME

78 RPM - MGM 10906 • 45 RPM - MGM K10906

DAVID ROSE

and his Orchestra

AN AMERICAN IN PARIS - LIZA

78 RPM - MGM 10921 • 45 RPM - MGM K10921

IVORY JOE HUNTER

I FOUND MY BABY - I AIN'T GOT NO GAL NO MORE

78 RPM - MGM 10919 • 45 RPM - MGM K10919

ART MOONEY

and his Orchestra

FAITHFUL - JUST FOR TONIGHT

78 RPM - MGM 10906 • 45 RPM - MGM K10906

JOHNNY DESMOND

TOO YOUNG - I FELL

78 RPM - MGM 10920 • 45 RPM - MGM K10920

TOMMY TUCKER

and his Orchestra

SHENANDOAH WALTZ - BY HECK

78 RPM - MGM 10997 • 45 RPM - MGM K10997

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THE BILLBOARD Music Popularity Charts

• The Billboard Picks

In the opinion of The Billboard music staff, records listed below are most likely to achieve popularity as determined by entry into best selling, most played or most heard features of the Chart.

WITHOUT A SONG.....Perry Como.....Victor 20-4003
A musical performance by Como on the vibrant standard rounds out an
afternoon string sticking from the industry's vocal series.

PRETTY LITTLE BELLS.....Sammy Kaye Ory.....Columbia 39278
Kaye makes fluent use of every resource in his talented organization to create
a happy, infectious slice of a lively new two-halt ditty.

THE ABA DABA HONEYMOON.....Cass Daley-Hoagy Carmichael.....Decca 25466
Miss Daley and Carmichael, supported by a driving piano combo, pound out the
fast-talking ABA in a business routine, bound to catch its share, especially
in the juke.

I LOVE YOU MUCH TOO MUCH.....Ames Brothers.....Coral 40004
The boys harmonize richly on "Serenade," a lovely ballad adaptation of
"My Love," the melody of the week. The pretty melody features a glow-
ing warm solo by Ames alone on a beautiful day. The strong performance
could make the side.

MY LOVE SERENADE.....Ames Brothers.....Coral 40004
The boys harmonize richly on "Serenade," a lovely ballad adaptation of
"My Love," the melody of the week. The pretty melody features a glow-
ing warm solo by Ames alone on a beautiful day. The strong performance
could make the side.

THE ABA DABA HONEYMOON.....Cass Daley-Hoagy Carmichael.....Decca 25466
Miss Daley and Carmichael, supported by a driving piano combo, pound out the
fast-talking ABA in a business routine, bound to catch its share, especially
in the juke.

• The Disk Jockeys Pick

PICKS that have appeared for three consecutive weeks or three times within a six-week period are
not repeated below. Based on a weekly survey among those on what disk jockeys think tomorrow's
hits will be.

1. MOOREN BIRD WILL.....Patti Page.....Victory 20-4006
2. WOULD I LOVE YOU.....Tony Martin.....Columbia 39159
3. LONGSOME CAL.....Dinah Shore.....Victor 20-4040
4. CHARLIE IS MY DARLING.....Lena Horne.....Columbia 39159
5. LET ME IN.....Bobby Wayne.....London 973
6. THE FACE.....Frankie Carter.....Columbia 39159
7. I LOVE THE WAY YOU SAY GOODNIGHT.....Patti Page.....Victory 20-4007
8. LOVE YOU REGAISE.....Patti Page.....Victory 20-4007
9. ME IN.....Blue Barron.....MGM 10903

• The Retailers Pick

PICKS that have appeared for three consecutive weeks or three times within a six-week period are
not repeated below. Based on a weekly survey among those on what the record retailers think
tomorrow's hits will be.

1. BEAUTIFUL BROWN EYES.....Beverly Sills.....Columbia 39159
2. LET ME IN.....Bobby Wayne.....London 973
3. SPARROW IN THE TREE TOP.....Blue Barron.....MGM 10903
4. SENTIMENTAL MUSIC.....Patti Page.....Victory 20-4007
5. LULLABY OF BROADWAY.....Doris Day-Harry James.....Columbia 39159
6. WOULD I LOVE YOU.....Tony Martin.....Columbia 39159
7. LOVE THE WAY YOU SAY GOODNIGHT.....Rita Morgan Ory.....Decca 25466

• The Operators Pick

PICKS that have appeared for three consecutive weeks or three times within a six-week period are
not repeated below. Based on a weekly survey among those on what the juke box operators
think tomorrow's hits will be.

1. I APOLOGIZE.....Tony Martin.....Victory 20-4006
2. LULLABY OF BROADWAY.....Doris Day-Harry James.....Columbia 39159
3. BEAUTIFUL BROWN EYES.....Beverly Sills.....Columbia 39159
4. LOVE THE WAY YOU SAY GOODNIGHT.....Rita Morgan Ory.....Decca 25466
5. LET ME IN.....Bobby Wayne.....London 973
6. ENMA LER.....Jim Carter Ory.....Capitol 3792
7. BEAUTIFUL BROWN EYES.....Beverly Sills.....Columbia 39159
8. BRING BACK THE THRILL.....Billy Eckstine.....MGM 10903

• The Country and Western Disk Jockeys Pick

PICKS that appear for three consecutive weeks or three times within a six-week period will not
be repeated below. Based on a weekly survey among those on what the Country & Western Disk
Jockeys think tomorrow's hits will be.

1. MY LIFE WITH YOU.....She Hamilton.....Columbia 39278
2. COLD, COLD HEART.....Hank Williams.....Columbia 39159
3. WITHIN MY HEART.....Peggy King.....Victory 20-4040
4. KESSE THE MEIFER.....Little Jimmy Dickens.....Columbia 39159
5. BEAUTIFUL BROWN EYES.....Beverly Sills.....Columbia 39159
6. BEAUTIFUL BROWN EYES.....Jimmy Wakely.....Capitol 3793
7. HED RUD RACE NO. 2.....Archie Shuler.....Columbia 39159
8. END OF THE LINE.....Bob Willis.....MGM 10906
9. MISTY THE CHICKEN.....Kenny Rogers.....Coral 40019
10. STACK-O-LEE.....Tennessee Ernie Ford.....Capitol 3793

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THE BILLBOARD Music Popularity Charts

Record Reviews

New Ratings Are Determined

Records are rated four ways: (1) new entry; (2) as to their value for disk playing; (3) for material; and (4) for sound. Each rating is on the basis of nine key categories. This category is assigned a maximum number of points within which new releases are rated. A 1 indicates record is not suitable for a specific stage.

The Categories

Following are the maximum points that may be earned by a record in each of the nine categories considered: Song author, 15; interpretation, 15; arrangement, 15; new entry, 15; record quality (surface, etc.), 5; music publisher's or performer's potential, 10; reputation (record and/or promotion files, past and/or "pop" hits), 10; manufacturer's distribution policy, 10; manufacturer's production effectiveness, 5.

Each of the records reviewed here expresses the opinion of the member of The Billboard music staff who reviewed the record.

ARTIST LABEL AND NO.	TUNES COMMENT	NEW	DISK	POTENTIAL	REPUTATION
-------------------------	------------------	-----	------	-----------	------------

POPULAR

KEN GRIFFIN My Heart Cries for You COLUMBIA 131-3-1012—Instrumental organ driving is good coverage as the hit for Griffin's own music.	72--72--70--75				
So Long Also on the same on another hit tune.	72--72--70--75				

LISA KIRK Charlie Is My Darling VICTOR 20-542—The record immediately thrusts her a promising lead in this month's 47 adaptation of an old folk song. Charming and wistful with great gusto.	87--87--87--87				
Beautiful Brown Eyes This nostalgic waltz is threatening to break them. Miss Kirk's warm rendition, again with top drawer art-chorus support, could give a good time.	84--85--84--83				

THE THREE SUNS & LARRY GREEN The Legend of the Glass Mountain VICTOR 20-544—The pianist and trio get a hit, concertos noted on the pretty disc, the title tune of a foreign film. Effect is somewhat on the dry side.	66--66--63--60				
Tendery Much more commercial endeavor in this winning treatment of a lovely one that seems to be growing steadily into standard status.	76--77--74--77				

BILL SHVETSKY I Can't Believe That You're in Love With Me LONDON 971—The 88-mp writer depicts completely from the transfer, most entries of his "Bachelors" with a very personal, blank piano attack and instantly wins.	73--74--73--72				
The Very Thought of You Some heavy approach to the Ray Noble standard.	73--74--73--72				

TED HEATH ORK Colonel Bogey LONDON 962—The great English dance band turns on a march-swing instrumental that, properly highlighted, could be an eye opener to most the trade and the fans.	81--85--80--78				
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My Very Good Friend—The Milkmen LONDON 974—This and the beautifully singing art do a date job on a cute little pop of yesterday.	74--74--74--74				
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PECKY LEE Yeah! Yeah! Yeah! CAPITOL 1428—Backed by a superb swing band recalling the ballroom days of Dixie, Miss Lee delivers one of her best jump songs to date. In the Louis Prima novelty lecture on, this disc will get a large share.	86--88--85--86				
Rock Me To Sleep Another effective collaboration by gal and art, here on a light rhythm band reminiscent of "Rock Me to Sleep."	83--83--83--83				

RUTH WALLIS Friendship WALLIS ORIGINAL, 2002—Miss Wallis, whose chief effort has been in fringe, uncommercial disks, does a little waltz novelty of her own cloths. A standard chart from the studio, who has a real style and a heart.	74--74--73--76				
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Platinum, Present Factions These songs a winning ballad style, but some, written by a hit, is neither.	67--69--65--67				
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BASIN STREET SIX Everybody Loves That Haddock (Unreleased) MERCURY 6307—Wampler and a top-notch Ohio country jazz the patient melody arrives in New Orleans style.	66--67--66--68				
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The Same Sweet Words (George Gural) Gural, the youngest player of combi, warbles a ballad built in a sweet Ohio setting. Impact is weak.	50--50--50--50				
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TINY HILL ORK Everybody Loves That Haddock MERCURY 5243—The clever, buoyant melody tribute to the famous waltz is perfect grid for Tiny Hill's elegant style. Disk playing and swing dancing awaits.	83--85--81--85				
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Don't Make Love to Mary The lively new The Williams quartet beauty gets a money production. Could be a job in pop, big country sales.	78--78--77--79				
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SMITH BROTHERS, The Just To Know That You're Around LONDON 974—Smooth new music arrives as a melodic blend treatment of a fairly new ballad.	75--75--75--75				
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The Kind of Girl I've Dreamed Of Another pleasant job as a singer, pleasant, old-fashioned ballad. Boys double it up as second choice in a Mills Brothers.	74--74--74--74				
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GUY LOMBARDO ORK (Kenny Gardner) The Little White Duck DECCA 27446—Gardner and crew get off a fetching job on this lively little ditty with musical appeal.	85--86--85--84				
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The Unholyday Song (Glen Gray and Lambert Hail) A clever tune from the forthcoming Walt Disney "Fantasia Wonderland" film. Tune gets a handsome pop hit. Producers of this storied, quality song will bring us the success of film.	86--86--86--86				
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GENIE AUSTRY Some of the Runny COLUMBIA 24217—Happy new Easter ditty with kid-country-own potential gets a typical, separating Aury job. Separation alone takes heavy duty national promotion.	88--88--88--88				
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Bunny Round-Up Time The five artists with Western touches in an imaginative, clever job of writing, makes a strong backing for "Bunny."	85--85--85--85				
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SONNY BURKE El Chico Mambo DECCA 27427—The standard tune is set in the pulsating beats of the mambo by Burke for another effective disk—the use of the disc's cool music director.	75--75--75--75				
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Mambo There's more drive and less melody in this Duke Ellington for the growing mambo set. This is a real Bop slice.	75--78--73--73				
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(Continued on page 32)

4 FOR THE MONEY!

BENNY LEE
"FERRY BOAT INN"
backed by
"I TAUL TAW A PUDDY TAT"
With The Starlighters and Noel Temple and His Orchestra
LONDON 834 (78 rpm) and 45-824 (45 rpm)

ANNE SHELTON
"I REMEMBER THE CORNFIELDS"
backed by
"ONCE IN A WHILE"
With Roy Robertson and His Orchestra
LONDON 832 (78 rpm) and 45-832 (45 rpm)

STANLEY BLACK
His Piano and Orchestra with
DICK JAMES
The Starlighters and The George Mitchell Choir
"IF I DIDN'T MISS YOU"
backed by
"IF I WERE A BLACKBIRD"
LONDON 843 (78 rpm) and 45-843 (45 rpm)

MANTOVANI
And His Orchestra play
"THE LEGEND OF THE GLASS MOUNTAIN"
backed by
"FESTIVAL"
LONDON 723 (78 rpm)

NEW LONDON RECORDS RELEASED THIS WEEK!

708 + 45-708 AND YOU WERE THERE ALL MY LIFE COL. BOGEY MARCH (Instr.) MY VERY GOOD FRIEND— THE MILKMAN (Voc.)	GRACE FIELDS with BOB FARNON and His ORCHESTRA
962 + 45-762 LIMBOHOUSE BLUES BAIA	TED HEATH and His ORCHESTRA
466 LILAC WINE YOU DON'T KNOW WHAT LOVE IS LET'S LIVE A LITTLE SOUTHERN FRIED CHICKEN	THE MADCAPS JOYCE INDIG with JACK PLEIS and His ORCHESTRA JIMMY WORK and His TENNESSEE BORDER BOYS

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RED DOFF, West Coast Record Exp.

THE BILLBOARD Music Popularity Charts

Record Reviews

Each of the records reviewed here expresses the opinion of the member of The Billboard music staff who reviewed the record.

ARTIST LABEL AND NO.	TUNES COMMENT	REVIEWER
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Continued from page 31

POPULAR

STURBY & BUCANEERS Noah Was the Man DECCA 27448—Spirited performance of a ragtime tune with meaning in the country sacred market. Pleasant effort.	66--66--66
Washboard Boogie A light bop from the country belt, generally for the dance beat.	68--70--65-70
LEROY ANDERSON POPS ORK The Syncopated Clock DECCA 28005—A completely delightful Anderson musical strain in worked into a pretty, lively and nicely repeated musical piece which should stir up big action.	86--87--86-85
The Walzing Cat Another Leroy Anderson original has a spry floor throb that hummers with a happy mood simply from the new Anderson album.	79--80--79-78
NAT "KING" COLE Always You CAPITOL 3403—Nat leads the Tuckers' adaptation to a glowing, beautiful vocal. Support by the Lee Hunter unit and chorus sets up the fine mood. Should be a big one for Nat.	89--89--89-88
Destination Moon Bright rhythm item lifted to take off on the more title of the same name a fast, catchy. Could score some profitable juke and pop action.	77--78--75-78
HERB JEFFRIES (Dick Hazard Ork) Was It a Dream? CORAL 3403—Jeffries making his Coral debut on this titling opens his lovely voice, as he hasn't in some time on record. A pretty slice.	76--79--75-75
You Know You Belong to Somebody Else Presented and sung down a record here but again tops up with some of the most beautiful which have found life down for some time.	71--70--70-72
FRED WARING Worship DECCA 27448—The Waring chorale chants which setting for the chorale parts, a plea for freedom of worship. A worthwhile slice, which if it doesn't sell, should certainly be heard.	75--80--70-NS
No Man Is an Island Rich chorale setting for a new song which practices equality of man. Type of disk which should be used for public service values of our time.	75--80--70-NS

(Continued on page 70)



Bing Crosby and the
Andrew Sisters singing

"FORSAKING ALL OTHERS"

backed by

"SPARROW IN
THE TREE TOP"

DECCA
78 rpm 27477
45 rpm 9-27477



AGVA EMEA Meets To Check Chi Trade

To Exchange Info on Eligible Agents; Expected To Hire EMA-ARA Membership

CHICAGO, Feb. 24.—For the first time in local history, the American Guild of Variety Artists and Entertainment Managers' Association, Midwest Branch, and Variety Artists' Representatives' Association, have started a series of joint meetings in order to police the club-date and act-bookings field. Instituted as a result of the club-date being negotiated by ARA and AGVA (The Billboard, February 24), the first meeting between Jack Irving, assistant national administrator of AGVA, and the board of governors of EMA-ARA was held here Friday (23).

Combo Sugars Sell-Away Under Storms

NEW YORK, Feb. 24.—Last week's old runs plus persistent rainstorms drove Stern Records' sales down to \$393,000 as compared with the previous week's \$447,000.

Radio City Music Hall (6,200 seats) February average \$115,000 did \$130,000 for its first week with Payment on Demand, Johnny M. and the Arrows.

Roxy (6,000 seats; February average \$83,000) wound up its first week with Joe Adamo, and Carl Me Mister with \$95,000 after an opener of \$115,000 and second week of \$109,000. New show has the Ritz Brothers, and U. S. S. Peacock.

Capitol (4,827 seats; February average \$51,000) did \$45,000 for its first stanza with Felix Knight, Big Ben Brown and Vengeance.

Furumount (3,654 seats; February average \$85,000) wound up its fourth week with At War With the Army, Harvey Stone, and Boyd Reeburn with \$52,000. Shows started with \$110,000, followed by \$88,000 and \$82,000. New show has Eddie Fisher, Russ Case and Cry Dancer.

Strand (2,700 seats; February average \$39,000) did \$35,000 for its third week with Joe Bishop and Operation Peace.

Off-the-top take was \$50,000, followed by \$40,000.

Palace (1,700 seats; February average \$10,000) did \$10,000 for its eighth act show headed by Peter James, Jack Gwynne and Rogue.

Previous week's figure was \$17,000.

GUILDS SPONSOR TYRO NIGHTS

PHILADELPHIA, Feb. 24.—Plans for a showing date stand for new acts and acts in new material being worked out on a three-way basis by the local American Guild of Variety Artists, the Theatrical Agents' Protective Association and the United Entertainers' Association, so that the theatrical club headed by Doc Irving.

The plan provides for Wednesday night showings at 11 p.m., with invitations extended to all nitery owners and agents. Showings will be held at the United Entertainers' Subclubs for \$500 a show. The money will be split three ways and go into the various funds of the sponsoring groups.

The showing date would erode the practice of doing a free show at a nitery to show a new routine for a possible booking.

membership will eliminate the need of a booker paying the booker. Irving promised that he would publish a list of all qualified club-date holders, and that he would co-operate with AGVA in disciplining acts and agents who work for unlisted bookers.

BIG 90G PURSE

Philly Casino Doles Out For Acts Till May

NEW YORK, Feb. 24.—Harry Steinman's Latin Casino, Philadelphia, has lined up talent between March 1 and May 1 that will set it back close to \$80,000.

The room has the following for various studios: Jimmie Davis for three days; Ted Lewis and a package; a Ben Blue package; Carolee Murray; Pearl Bailey; Jimmy Daniels, Myron Cohen, Denise Dezel and Danny Thomas.

The total salaries for these performers will be about \$63,000. The acts plus the lines for the next three months will add another \$27,000. These figures do not include music which would bring the total to over \$100,000.

Eddie Egan's To Aid "Grove" Talent Plans

LOS ANGELES, Feb. 24.—Eddie Eklert has become the talent consultant for the Coconut Grove of the Ambassador Hotel, Los Angeles, and will work thru Dave Michlin and Tony Cabot, bookers for the Schine hotel. Room has the Ambassador as its star.

Chief reason for hiring Eklert is an attempt to buy into and supplant the Grove's usual band policy, and the necessary to have somebody familiar with acts and their salaries.

This latest attempt by the Grove to use semi-nights will intensify competition with the Mocambo and Ciro's, which have been the chief users of acts on the Coast up to now.

Acts so far set for the Grove by Eklert are Felix Knight, Burl Ives, and the American Quartet. Currently has Connie Haines and Gillette and Richards. Spot is currently flickering for Louis Melchor and Katherine Grayson. The latter is set for the Houston Shamrock and will probably go into the Grove after that date if Eklert.

Eklert will not collect any booking fee. He'll be on a straight salary.

JUMPING THE GUN

Wildwood Booking Activity Brightens Talent Outlook

WILDWOOD, N. J., Feb. 24.—With the summer season a long way off, pre-season club activity is starting earlier than usual in Wildwood, where the season will loom bigger than ever in providing jobs for musicians and entertainers. Three major rooms have already signed entertainment contracts for the summer. In one instance, one of the lesser spots will move into the major class unopposed.

Harry Rush, who until six months ago operated the 421 Club in Philadelphia, has purchased Braden's Cafe. Room will be completely refurbished and enlarged,

ALL'S NOT FINE WITH UN LINE

PARIS, Feb. 24.—The line in the Hollywood Rhythm Etienne, which opened at the Cirque Medrano last month has given rise to leg act in the local press and some outside rumors that all is not well with the Big Three—in this case, the gall of the American Powers at the Cirque, America, England and France.

According to the Big Three, British gals (12) were not coming to the Big Three, and the U. S. kids (12), were dissatisfied with arrangements made for the overseas delegation. The French group reported two members out with torn ligaments.

According to the management, things at the UN would be so good! Lobbyists in the local press agree. The Americans showed the most in look; the English on dancing, while the Parisians lagged on both counts.

The U. S. girls came from the same studio, the U. S. Ren and New York. Fiollet, assistant to choreographer Mat-we, came from the Thunderbird in Las Vegas. The Americans have a two-week contract. The line comes mainly from the U. S. Ren and New York. Fiollet, assistant to choreographer Mat-we, came from the Thunderbird in Las Vegas. The Americans have a two-week contract.

Philly Cales Fight Local AGVA's Imposition

PHILADELPHIA, Feb. 24.—Local cafes are ready to face a showdown with the American Guild of Variety Artists over the demand for regular payment to be paid to the local AGVA.

AGVA, thru Dick Jones, local head, has told all talent buyers to be ready to put up between \$5 and \$25 per week per show (matter is not a matter of pay all talent members), and the clubs have flatly refused. To give strength to the local resistance, the clubs headed by the city's largest, have formed a cafe owners' association, and hired Leonard Michael, Propper, assistant district attorney, to represent it.

Club agreed on two moves: (1) No talent will pay a dime and if a show is pulled in any club because of the AGVA, the club will pay all talent and drop their talent in protest; and (2) cafe group will refuse to entertain if stand between AGVA and the local talent.

Boyer Opening Mar. 28

NEW YORK, Feb. 24.—Lucienne Boyer opens the Versailles here on March 28 for four weeks with options at \$2,000 per week.

EDITORIAL A Deal or Snafu?

The Four A's (Associated Actors and Artistes of America) allowing Equity to step into the Monte Proser theater-restauration picture, rather than let the Guild of Variety Artists hold its jurisdiction, may easily start a series of transactions that neither Equity nor the Four A's is qualified to handle.

Under the Equity contract, the club in Proser's new club will do 13 shows for \$112.50, plus additional dough for under-studies. So far, so good. It's great for the kids. But the economic side of the deal is not so good. The Four A's are a theater. Competition between clubs is always keen.

At present the Latin Quarter pays its tile \$75 for 15 shows; the Copa pays \$100 for 21 shows. Their salaries will look sick to the kids in the Copa and LQ when they compare their dough with what Proser is paying.

Trouble is likely likely. That both the LQ and the Copa will resist meeting Proser's figures is also quite likely.

AGVA, best qualified to handle the situation, has been shunted aside thru a "joint administration" agreement which it was forced to take when the Four A's facility gave the Proser deal to Equity. Having done this, Four A's has started a situation it is ill prepared to handle.

HE GETS THE WORKS

Proser Union Deal Cuts For Big Loss

NEW YORK, Feb. 24.—Monte Proser has settled his beefs with both Equity and Associated Guild of Variety Artists on a temporary basis. The deal will cost him a lot more dough than he thought it would.

The deal, demanded by Equity and agreed to by AGVA, will have the chorus getting \$112.50 weekly for 13 shows (two nights, three Saturdays). All chorus members understanding the deal will get an additional \$5 a week; all under-studies for principals will get an additional \$10 a week. If all call upon the weekly salary in addition to their regular salary, the deal will be on a six-day week, except the last week.

Proser will also have to have a stage manager for \$225, and an assistant stage manager for \$150. All stars or featured performers are to get a minimum of \$400, and a two-week minimum must be deposited with Equity.

While the deal has the cost of enjoying a good deal, it will also seriously put Proser in a tough spot to make a buck. It will also seriously affect AGVA's position vis-a-vis other clubs in town with such as the Latin Quarter and the Copa.

Latin Quarter deal calls for \$75 weekly for 15 shows. The deal is a loss for Proser.

Philly Ops Hope For New Laws

PHILADELPHIA, Feb. 24.—Local nitery ops are looking hopeful to legislation which will provide for the lifting of the Proser laws and give them a chance for a new start.

A number of bills have been introduced in the General Assembly recently, after to keep open until 2 a.m. Sunday morning in place of the present Saturday midnight curfew.

Also on the hopeful side is another measure that penalizes for minors purchasing intoxicants. At present the law is on the operator. The proposed measure will provide penalties for minors. At the same time, the Proser laws are in effect pertaining to minors.

Col'bia Is 2d Old Det. House Closed

DETROIT, Feb. 24.—The Columbia Theater, 40-year-old downtown house which was at one time a major vaudeville stand, was closed recently by the city health department, probably permanently according to the city health department.

This marks the second demise of a house dating to the early 1900's. The other was the Detroit House, which was closed in the early 1900's for local riots in the heyday of vaudeville. The Detroit House was a burlesque police law, but has played pictures in recent months.

Copa deal is for \$100 for 21 shows. Insiders in AGVA now are fearful that the deal will cost them a lot more dough than they thought it would.

Competitive spots, however, are not in Proser's position, and should they be faced with new chorus demands, AGVA would have a battle on its hands it would rather avoid.

The Proser chorus will consist of 31 people, which will cost him a minimum of \$5,000 weekly, not counting the extra fees for under-studies. His name performance will probably set him back another \$3,500, making it \$8,500 just for salaries. In addition, Proser has Josephine Baker for one show nightly for \$7,500, which makes a minimum of \$12,000. There must be added costs of production, costumes, music, arrangements, etc.

The economics of cafe operations calls for a take three times the salary of the performer. Proser's case, that will amount to roughly \$60,000 weekly.

Ex on Three Coast Clubs Goes to ABC

HOLLYWOOD, Feb. 24.—Associated Booking Corporation's Coast topper Bob Phillips this week nabbed exclusive booking rights to three Coast cities. ABC will now be booking the three cities: Los Angeles; Oxnard; Portland, Ore. and San Francisco's 150 Club.

Are jazz bistro and maintain similar talent policies. This is ABC's first booking of a jazz bistro on the Coast. However, agency has been doing regular biz with such local spots as the Tiffany Club, and the Flamingo and El Rancho Vegas in Las Vegas, Nev.

Phillips booked the entire 21-percentage of the jazz bistro in the Coast at the hefty sum of \$5,000 weekly (exclusive of separate story). Errol Garner, Louis Hampton and Louis Jordan are on the bill.

Following Ben Pollack and His Pack-a-Rub Boys into the 150 Club are George Shearing and Louis Jordan. The booking for April 10 for two weeks at \$2,500 a week. The booking for the 150 Club at the Bay City room, his second date in three months, April 24, at \$4,000 a week. The booking for the door after \$7,000.

Already booked for Portland's Oxnard's is Henry Jacquet, March 1; Larry Darnell, March 16, and Texie Marshall, March 16. Phillips will concentrate on top jazz names and expects to rotate names from one spot to the other.

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CLOSE-UPS: HOWARD P. HILL

Born and Reared in Biz, He Is Still a Punk at 45

By SAM ABBOTT

This is another of a series of articles on little-known facts about people prominent in outdoor show business.

HOWARD PAYNE HILL was born in show business and at his 45 years has done just about everything there is to do around a carnival. Hill is the owner of Hill's Greater Shows, which comprises two units. He has been a concessionaire, banner man, light chug singer and emcee, girl show impresario and legal adviser.

Some may not know Hill by his legal name, but there are many who will recognize the subject of this article as Punk Hill. The son of the late Claude Newton Hill, better known as Punk Hill, young Howard was always around the show. When he came on the lot, he was identified merely as Pop Hill's punk. The nickname has remained identification. Hill was born on a show when it played near Clinton, Tex., in 1906. His father had been in show business for a number of years and operated a black top tent in which he showed movies, day and night.

Began Career at 15
The owner of Hill's Greater

HOWARD P. HILL

Shows attended school in Waco, Tex., and always counted the days until summer vacation when he could get back to the lot. So great was his desire to get into the business that at 15 he cut short his formal education and took out some concessions with Pete Siegel. When he was in Great

(Continued on page 52)

Talent Topics

By CHARLES BYRNES and JIM McHUGH

Joyce Jones, of the Sensational Marions, aerialists, is convalescing in an Evanston, Ill., hospital from a severe case of frozen hands and feet. The frost-bite was incurred when the automobils in which she and a companion were riding, stalled in a drift near Chicago, forcing the two to walk several miles in sub-zero weather.

Mrs. (Miss Lucretia) Earlin, high jumper and her husband, Harvey, have left their Rochester, N.Y., winter home for a Miami vacation. Kayella, high jumper, will play Midwest fairs for the Charles Zernster Agency Chicago, after spending the 1950 season at the West Coast where she makes her home. . . . Outdoor talent on Chicago stage bills includes the Pira Amandia, teeterboard, who closed a week's engagement at the Chicago Theater Friday (23), and Low, Hila and Stanley, comics, who opened their second week at the Oriental Theater, Thursday (22).

Harry Frobes, swagpole, after closing the Palm Beach, Fla., County Exposition Sunday (25), is scheduled to open a tour of Texas spring festivals at Brownwood, March 11. . . . Leo Couture, high-diver, plays the Buffalo sports show March 10-13 and the California Sportsman's and Vacation Show April 12-22. . . . Layard and Joanne Larabee, whips, info from Newland, N.C., that they are playing the Kemp City show. They have signed with Flaky Jackson's Cheatin' Shows. Jackson escaped injury recently when a station wagon in which he was riding overturned.

Farlan Dow, acro, while in Chicago recently, announced that they will make an appearance

March 31 on the "Big Top" circus TV program, which is aired from Camden, N. J., by CBS. . . . Copley Family, high wire, is booked to play South Bend, Ind., the week of July 17 and will play the following week at a church festival in La Porte, Ind.

Acts appearing at the Gran Feria, Caracas, Venezuela, are Grant Telasco, high sway pole; Ezzel Zaccaria, human cannon ball; Victoria and Olga Zaccaria, and Bob Higgins and Katie with their midair troupe. Booked thru Leo Grund, of the George A. Hamel office, acts change during the week of the six-month fair. . . . Charlotte E. LeVine's chimps and balloons will open at the Cleveland Sports Show as special attractions.

Roger Nadeau, comic diver with Sam Howard's water show, was painfully cut while making newswreels in Nassau recently. In diving from a cliff, Nadeau struck coral rocks on the shoreline. Doctors have promised he will be well enough to open at the Chicago Sports Show March 2. Others in the show line-up at Nassau were Norma Deane, Collins, Don Magee, Bob Liebers, Barney Cipriani and Monte Kinko. The clown was in Chicago Wednesday (21) en route to catch the Hamid-Morton Shrine Circus in Milwaukee, and then to join Orin Davenport's indoor show at St. Paul.

Henri Francis, unicycle, opens at the Lake Club, Springfield, Ill., this week. Wimpy, clown, opens at the Club Hollywood, Chicago, for four weeks. The pair trouped together in England and India and met unexpectedly in Chicago last week.

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Streamlined—portable—NAAFP award winner. This is the highest fly ride ever produced for the kiddies. Thrills new money. Will outperform other kiddie rides costing thousands of Mr. Sam Pratt says: "It actually takes less in the money than any other ride on our list. Write for literature and prices to: Weldon, Williams & Lick, Port Smith, Ark."

WELDON, WILLIAMS & LICK, 2211 Oakdale Dr., St. Louis 16, Mo.

EWART RIDES ARE TOPS IN PERFORMANCE

Adult Rides—Street Car & 3-Abreast Merry-Go-Rounds, Ewart Kiddie Rides—Ferry Wheel, Steam Car, Rocket, Airplane, Chain-Plane, Auto, Flying Horse. Write for catalog. Send name.

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Keep Rides Paying

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Cash in while the
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WANTED CARNIVAL
for
LAWRENCE COUNTY FREE FAIR
Imboden, Arkansas
Prefer dates Sept. 26, 17, 28, 29.
• Alt. dates Oct. 10, 11, 12, 13.

RAILROADS-RESORTS-POOLS FOR BUS TOURS AND COVERS

**Greyhound Trippers To Visit Spa;
Rail, Steamer Excursions Booked**

SANDUSKY, O., Feb. 24.—Contract Point on Lake Erie has been added with Greyhound Bus Lines for the resort on its national highway tours. It was reported this week.

D. M. Schneider, general manager of Melrose Cedar Point, said that the tour buses will stop over regularly for two days and one night and that the stop will be the only one scheduled between Chicago and Cleveland.

Advertising folders plugging the resort have been sent to Greyhound at Chicago and Cleveland and will be distributed at the Chi-Sportmen's Show.

Under discussion with the Ohio Greyhound firm is a package week-end deal under which bus passengers from any part of the State might visit Cedar Point for a flat fee which would include transportation, hotel, meals and specified amusements.

Greyhound also is planning short excursions out of Toledo and Cleveland to Cedar Point for Saturday night dancing to name band orchestras.

The bus deals are part of a three-fold excursion program being framed at Cedar Point and Melrose.

**Sterling Inks
Snyder Talent
At Rocky Glen**

MOOSIC, Pa., Feb. 24.—Ben Sterling, owner of Rocky Glen Park near here, and H. K. Snyder, have signed a long-term pact whereby the latter will manage the park and variety shows to emanate from the Glen's Aquatic Club building. The deal was announced this week.

The shows, using local talent and Western music orgs which will appear at other Snyder spots, will be staged here Wednesdays and Thursdays.

Snyder, manager of American Amusements, Inc., Wilkes-Barre, Pa., operates Riverside Park, West Nanticoke, Pa., and the talent circuit, which also includes spots on the Jersey Coast and in nearby States.

Girl Band Featured
Montana Mee and her all-girl Western band will be featured at the Snyder locations and probably will open the Rocky Glen series. Don Fantine, district manager for Snyder, will be in charge of local talent programs and negotiating for television and recording deals.

Snyder said that Talent To-Nite is scheduled to start in numerous theaters in October and will be operated in the South as a winter activity.

Sterling recently purchased the New-Evening interests at Rocky Glen and has reunited the two Rocky Glen spots which operated as adjacent but separate units for several years.

**Cincy Zoo Exec
To Make African
Tour for Animals**

CINCINNATI, Feb. 24.—E. W. Towner, trustee and chairman of the Animals and Building Committee at Cincinnati Zoo, leaves for Africa February 25 in quest of new animals and birds. Towner's plane flight calls for stops at Dakar, Monrovia, Accra, Leopoldville, before arriving in Johannesburg, South Africa, his destination.

In Johannesburg Towner will meet acquaintances with Christoph Schulz, veteran animal collector. Among other animals, Towner has two tigers and two leopards to negotiate for. He also will try to obtain trained chimps, as well as penguins and other birds to fit in with the Zoo's new monkey and bird houses.

utilizing trains and boats as well as buses. Schneider stated that last year's experience showed that patrons were more liberal with their cash at the resort if they had return trip tickets in their pockets. "We had private cars," he said, "were inclined to hold back a cash reserve for the homeward trek. The resort will also have a full-time chaplain, who will conduct services regularly in quarters which have been converted from theater to chapel use. Schneider stated that the Catholic bishop at Toledo had appointed the chaplain for full-time duty and that the ministerial association would arrange for Protestant ministers and rabbis to give weekly services.

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have been removed to make way for a cinder parking area accommodating about 400 cars.

Sandusky Public Library's bookmobile will make weekly stops at Cedar Point for the benefit of several hundred college students who will be housed at the Cedar Hotel and in dormitories.

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AS BOSS A.C. OFF BEASON B.C. Increased Interest Documented; Glaser Heads Boardwalk Assn.

ATLANTIC CITY, Feb. 24.—This city's Boardwalk Association was told this week that it inquiries about prospective visitors have tripled since the co-operative advertising campaign was started last month in metropolitan New Jersey area newspapers and over radio and television stations.

It was reported that 3,000 inquiries were received as a result of the newspaper ads and 1,200 more from radio and TV broadcasts. These are in addition to the regular inquiries received at the Chamber of Commerce, which have tripled.

Re-Elect Glaser
The report on the success of the resort's promotional campaign was given at the group's annual meeting here Wednesday night. Glaser was re-elected president; Harry Simons, first vice-president; Ella Packer, second vice-president; Emilio Tripician, secretary; and Ray Hartfield, treasurer. It also was noted that the new group of persons who come to local hotels without reservations are "usable from previous appropriations." The association expressed hope that the ad campaign would be continued next year.

The association also decided to start a drive of its own—to make the resort more attractive to visitors—by keeping boardwalk signs illuminated at night.

WAR \$\$ A-COMIN'

ATLANTIC CITY, Feb. 24.—Irving and Jack Rosenthal, co-owners of Palisades (N. J.) Park, envision the park as a top-grossing resort. Irving bases his calculations on the fact that the general economy and spending habits in April will give the free-money days of World War II.

He maintains that employment is on the upswing, with war contracts starting to materialize. His plan is to build a region of light industry plants, factories are humming, and the war is in progress, completing their plans for the season to obtain their share of the business.

One of the biggest angles in their drive will be the transportation line between New York and New Jersey and the park. When this city abandoned operation of a direct ferry route to the park across the river, the Rosenthals saw a big business opportunity in the condition. This season they will operate their own ferry service between New York and New Jersey to the park. Fare will be

15 cents one way or 25 cents a round trip.

Book Deal
The ferry service necessitated building of a new dock, and at present plans are set to have a 300-foot long structure ready for the spring-April 15. The dock will take ferries and excursion boats as well. The ferry service will be offered through the season. The park also will have bus lines operating on rapid schedules from New York's New Port Authority Bus Terminal. Buses will leave from the northern sectors of the city for the park. George Washington Bridge, with subway lines linking other parts of the city and this point of departure. In addition, Jersey's largest bus firm, Public Service, will route buses to the park.

Advertising Budget Up
All conveyances embraced in the spring drive of advertising heavily featured with Palisades advertising. Irving said that the cost of advertising will be \$250,000 in advertising this year, with the

NOW TRY FOR MBS

NEW YORK, Feb. 24.—From Dick Geig, publicity director of Rockaways Playhouse comes this bit, with the notation that it's "no publicity stunt."

Dick's secretary received two tix for Beat the Clock, CBS-TV network quiz show Friday (16). But he went along as her escort. Upon arriving at the studio the couple were asked to show for \$1,000 jackpot, but time ran out and they were invited back to try their luck on last night's (23) stanza. In the course of the broadcast, Quizmaster Bud Collyer gave Rockaways some solid plugging.

Snapper on the deal is the fact that the park has a heavy promotional tie-up this season with the National Broadcasting Company, CBS's arch rival.

The work had been done much for her to handle and that a man was needed as manager.

She said that a banner year is expected. A new shopping center is under construction adjacent to the Kiddieland. The shopping center is scheduled to be completed this spring and the remaining portion is to be in operation this fall.

The Klatscos plan to take a very-austrious junker to the East this week, and will visit the Kiddieland being opened in Houston by Harry Hennies soon.

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EVANS' LONG RANGE SHOOTING GALLERIES



NOW AVAILABLE!
Genuine Malleable Iron Targets and
Carries for Long Range Lead Galleries.

Sent for
FREE CATALOG
of Gallery Equipment, also Wheels
and Midway Games of all kinds.
No money order.
H. C. EVANS & CO.
1556 W. Carroll Ave., Chicago 7, Ill.



ONLY \$5 SEND KING
\$12.50, \$15.00, \$20.00
\$25.00, \$30.00, \$35.00
\$40.00, \$45.00, \$50.00
\$55.00, \$60.00, \$65.00
\$70.00, \$75.00, \$80.00
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Want for Grand Opening of SEA ISLAND PARK

OPENING DATE, MARCH 3, BEAUFORT, S. C.
Located near overlying Atlantic Beach, The amusement of the island, operating seven days a week, Sunday being the largest day. This is not a fly-by-night proposition, we have a people who will grow for permanent park. Plenty of money around here. Want two locations. Beach and Myrtle Ridge. Especially want kiddie rides. Want shows. What have you? Concessions—Candy, Soda, Hot Dogs, Ice Cream, etc. Want a good house. Ride High for Beaufort and Myrtle Beach. Can place them on Myrtle-Golden, Wheel, Ocean, Sunset, Spinnaker, Starliner, Liddle Ride, etc. All contact
SHERMAN HUSTED, Mgr.; ELLEN WELSH, Secy.
SEA ISLAND PARK, BEAUFORT, S. C.

CONEY ISLAND SHOWS

Opening Columbus, Ga., Friday, March 2

Largest Rodeo Camp in the South. Big Pay Day.
Want Concessions of all kinds, Bingo, Cookhouse, Photos, Grand Shows, Penny Arcade, Heavy Pairs, Horse and Cattle Shows, Help on all Concessions. Want Rides: Merry-Go-Round, Tilt-A-Whirl, Octopus, Spinnaker, Scooter, Want Side Show People and Manager with good builds. Want Girl Show Operator for 3 Girl Shows with Indians. Want Big Show People with bands. Snake Show Operator. Will book Shows with own facilities and transportation. Want Motor Shows, Wild Life, Naughton and other Shows. Want Electricians. Ride Foremen and Scooter Artists.
Phone or Write: MARGARET, Runkin Hotel, Columbus, Ga.

DADE COUNTY SHRINE FAIR

MIAMI, FLA.

MARCH 3 to 13 is Inclusive

Can place all kinds of Heavy Pairs, Ball Game, Cookhouse. Good money spot for Motor Shows, Penny Arcade, Place Tilt-A-Whirl, other Rides not conflicting. High Irish, Jewellery Workers. All Shows.

DAVID B. ENDY

743 SEVENTH BLVD., MIAMI, FLA.

P.S.: Endy Bros. for 30-Cent Ball Show open Savannah, Ga.

Place for Season: Car Show, Girl Show, Side Show. Open midway.

GEORGE CLYDE SMITH shows

OPENS APRIL 26

Wanted—Ball Games, Candy Floss, String Game, Fish and Duck Ponds, Snake, Photo, etc. Cuts, Sewing, Glass Pairs, Pairs, Tilt-A-Whirl, Scooter, Horse-La-Long, to Start Range Cattle, Wanted—Girl Show, Side Show, Snake Show, Monkey Show, Wild Life, General Electric, Girl Show, Snake Show, etc.
GEORGE CLYDE SMITH SHOWS
CUMBERLAND, MARYLAND
P. O. BOX 521

WANT FOR DIAMOND JUBILEE

De Land, Florida, March 5 thru 10

THE GREATEST EVENT IN FLORIDA

CONCESSIONS—Bell Games, Fish Ponds, String Game, etc. or any Heavy Pairs, also Jewellery, Art, Scales, Novelties, Hand Shows. Wire in deposit at once. Lot to be laid out Friday, March 2.

Reply to E. L. YOUNG

ROYAL CROWN SHOWS, DE LAND, FLA.

NOW BOOKING CARNIVAL FOR ANNUAL WRIGHT COUNTRY FAIR

SEPTEMBER 12-15. WRITE

DEAN SPERRY

BOX 64, WANSLEY, MISSOURI

AGENTS WANTED

For Pin Shows and Sizable, also P.O. Dealers and Agents for Ball Games and Heavy Pairs. Will, Paetelack, contact me. Opening midway in March in Central Texas.

EARL TAUBER

1909 EUCALYPTUS AVENUE

BERWYN, ILLINOIS

BARNEY TASSELL UNIT SHOWS

Week March 5

LAKE WORTH, FLA., ELKS FAIR

Can place Tilt, Whirl, Flywheel or Dark Side. Concessions of all kinds except girls. Shows of men.
Write or wire this week. Hometown, Fla.

WANTED

PULLER ROAD FIRE DEPT. CARNIVAL

8 Side Caravan—Fishes Wheel and

Wanted—Fishes Wheel and

Charmes Girls, Gipsy, and

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CARNIVAL WANTED

Shows and Concessions

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LOW PRICES—While Stocks Last!

In spite of rising markets, we will not raise prices while our stocks on hand last!

Popular Styled LIGHTERS



PISTOL LIGHTERS
Small size, highly polished chrome finish with black nickel. Individually engraved. \$6.75

PEARL HANDLE PISTOL LIGHTER
Highly polished chrome finish. Pearl handle. \$9.00

PEARL HANDLE PISTOL LIGHTER
Highly polished chrome finish. Pearl handle. \$12.00

PEARL HANDLE PISTOL LIGHTER
Highly polished chrome finish. Pearl handle. \$12.00



EXPANSION BRACELETS
For men's watches. Heavy duty flexible bracelet in chrome finish. \$3.50

EXPANSION BRACELETS
For men's watches. Heavy duty flexible bracelet in chrome finish. \$3.50

N. SHURE CO. 260 W. ADAMS STREET, CHICAGO 4, ILLINOIS



ELGIN • BULOVA • BENRUS
Watches for Big Profits
Grand new 1951 models. Elgin, Bulova and Benrus. \$9.95

ELGIN • BULOVA • BENRUS
Watches for Big Profits
Grand new 1951 models. Elgin, Bulova and Benrus. \$9.95



CHRONOGRAPH
Grand new 1951 models. \$9.95

CHRONOGRAPH
Grand new 1951 models. \$9.95



JACK ROSEMAN CO. 307 FIFTH AVE., NEW YORK 1, N.Y.

JACK ROSEMAN CO. 307 FIFTH AVE., NEW YORK 1, N.Y.

BINGO GAMES • SUPPLIES
Punch Boards, Raffle Cards, Carnival Goods. \$10.00

Letter List

Letters and packages addressed to persons in care of The Billboard will be advertised in this list two times only. If you are having mail addressed to you in our name, look for your name in this list. Mail is listed according to the office of The Billboard where it is listed. Cincinnati, New York, Chicago, York, Chicago or St. Louis by Wednesday morning or Cincinnati office by Thursday morning.

MAIL ON HAND AT CINCINNATI OFFICE
2160 Patterson St., Cincinnati 22, O.

Parcel Post
Anderson, John H., 12400, Lanta, Ga. \$1.00

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Anderson, John H.
Anderson, John H., 12400, Lanta, Ga. \$1.00

7 POUND all-rubber DOOR MAT \$1.00!

postpaid sample
MAKE \$650 PER MONTH
INVEST \$1 FOR SAMPLE

If you are in the business of selling for profit, this offer is a real money maker. This offer is a real money maker. This offer is a real money maker.

THE GORDONS
BRICK RED
GARDEN GREEN—SOLID COLORED

7,000 Rubber TANGWORTH MITCHELL Scraping Fingers
Sells for \$5.45

A B 16 V6-16
Your book of 6 x 8 1/2

PLEASE ENCLOSE THIS COUPON
L. M. Mitchell Rubber Co.

Name _____
Address _____

City _____

State _____

Super Sensational Values
FANETTES—7 for 10¢

PENCIL LIGHTS—Chrome finish. \$1.00

SEWING CIRCLE NEEDLES—\$1.00

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A "TAILOR-MADE" BINDER

For Your Own Personal Copy of The Billboard

Keep it at hand for instant reference with a "personalized" binder.

☐ FREE with ONE YEAR subscription at regular \$10 rate.

☐ Binder alone—only \$3.

Name _____

Address _____

City _____

Supper Sales Company

842 8th St., New York 1, N.Y.

Supper Sales Company

Supper Sales Company

Supper Sales Company

Supper Sales Company

Supper Sales Company

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Supper Sales Company

THE BILLBOARD

2160 Patterson St., Cincinnati 22, Ohio

Please send me the "Personalized" binder which I enclose \$1.00

Name _____

Address _____

City _____

State _____

Zip _____

Phone _____

Radio _____

Television _____

Other _____

Signature _____

Date _____

Initials _____

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ENGRAVERS
with it since 1907
phone
Rkypor 1-0438
day and night service
MILLER CREATIONS
7239 Avalon Ave. Chicago, Ill.
L.O. Phone: MO 4-5578

Coin Bills Hit Peak in State Legislatures

Favorable Action In Georgia Nixes Nuisance Taxes

CHICAGO, Feb. 24.—Coinage legislation directly and indirectly affecting the coin machine industry reached a peak this week with a flurry of bills aimed at taxation and regulation.

A summary of legislative activity by States follows:

Arkansas: House 339, a bill to provide graduated per-machine tax on all types of coin-operated equipment (ranging from \$2 to \$10 per year) has been reported out of committee without a recommendation. The committee's non-committal attitude lessens the likelihood of action on this measure.

Colorado: No action here on a half dozen measures to legalize the operation of bell machines. But the bill permitting music machines and games in places selling liquor has been passed and is now law.

(Continued on page 72)

TELE TALE

Game Contributes \$500 to March of Dimes Fund

PHILADELPHIA, Feb. 24.—Al Rodstein, of the Banner Specialty Company, earned a handsome share of good will for the United States March of Dimes fund.

One of the encouraging signs of the current game market was where in this case was the comeback of shuffle games. Approximately 90 percent of all advertised shuffle prices increased. Another was the listing of \$4 per cent more prices, including what more distributors as well as operators are using the index.

The amusement game division, made up of five-balls, pin balls, roll-downs and novelty games, proved strong in the market last week. Less than 2 per cent of the prices included any change, and these were up. The increase was led by activity in the Gottlieb Select-A-Card game which was priced from \$10 to \$30.50.

36 Exhibit Displays Set Gun Patrol Shows

CHICAGO, Feb. 24.—The Exhibit Supply Company, The Sales Engineering, Frank Meneghini, announced this week that 36 exhibitors have begun showing of Gun Patrol, a new type variable speed target game with a Korean war front background.

Featuring a Mauser style pistol with recoil, the new game requires approximately two by two foot floor space on location. It is available for nickel or dime and has an oak cabinet with a modern angular protruding front. It is available for nickel or dime and has an oak cabinet with a modern angular protruding front. It is available for nickel or dime and has an oak cabinet with a modern angular protruding front.

Reacts: The new unit offers 20 shots. If the player makes 20 hits, he wins the unit and he can shoot until he misses. If he makes an error 10 hits, he loses the unit. Marksmen can make a maximum of 90 hits. Accuracy in Gun Patrol depends on the combination of timing and trigger control. The ticket vendor is ad-

SUBWAY RIDERS PIC CONSCIOUS

CHICAGO, Feb. 24.—Chicago Transit Authority (CTA) reported this week that gross returns on the two Photo-Matic installed in the State Street subway amounted to \$102 for December. The Photo-Matic Merchants, Inc., which also operates beverage vendors on the CTA, is planning a new system, plans to install a third Photo-Matic in the newly opened State Street Subway. Congress subway (see separate story Vending Machine Section).

Distribs Being Set For New Coin Game

NEW YORK, Feb. 24.—Nat. Coin, head of Bowi-o-Matic Sales Company, is reading a distributor net to handle sales of the coin-operated bowling unit to be introduced soon. He said about 25 outlets will be named to handle the new game in the United States and Canadian territories.

The unveiling of the bowling game was originally scheduled for this month, but development of a supply bottleneck has forced a delay of several weeks. Coin-banned games are ready for delivery except for plastic "ball glasses." But these are now being secured and an initial trade show was preliminarily scheduled for Chicago. Deliveries will begin soon after, he said.

Used Game, Music Interest Up; Shuffle Prices Steady

CHICAGO, Feb. 24.—All phases of the used coin machine market showed a noticeable upsurge in the Bill-board Index of the Used Coin Machine Prices, with principal activity centering in the music and shuffle game markets. One of the encouraging signs of the current game market was where in this case was the comeback of shuffle games. Approximately 90 percent of all advertised shuffle prices increased. Another was the listing of \$4 per cent more prices, including what more distributors as well as operators are using the index.

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NPA Amends Copper Order, Eases Wire Restrictions

Seen Aid to Juke, Vender Output; Small Biz Committee Is Created

WASHINGTON, Feb. 24.—National Production Authority (NPA) brightened the picture for the coin machine industry this week by easing restrictions on use of copper wire for vending machines and juke boxes. In a major amendment to control order M-12, the NPA greatly relaxed its original crack-down on copper. The order's encouraging move, NPA's parent agency, the Defense Production Administration (DPA) announced creation of a small business committee aimed to provide necessary action to insure small business a fair share of available supplies through normal channels of distribution.

These were among a number of government actions this week aimed to reduce industry dislocations in the defense emergency. DPA announced it is reading specific orders which will govern the flow of steel, copper and aluminum for civilian use in the second half of 1951. The agency added: "It should be noted that the DPA's furthering actions are placing no restrictions on unit output of consumer durables. Good manufacturers will be left free to maintain as high an output as possible within the reduced amounts of materials thru the adoption of con-

servation and substitution methods." One of the upcoming orders to fulfill this will be under the category of "miscellaneous consumer goods such as coin-operated amusement machines."

M-12 Amendment NPA's amendment this week to M-12 on copper constituted the agency's first major relaxation for coin machine industry even though the amendment invoked various restrictions in some of the other fields of industry. The original M-12 order limited copper use

to functional parts, so far as coin-operated vending machines and juke boxes were concerned. Thus, much-needed copper wire was banned in the industry. But this week's amendment spells out the relaxation for coin-operated devices which will be limited to a list of some 300 items under limitations of use of the metal. The order specifies that copper may not be used in coin-operated vending machines, except necessary operational parts and current-carrying parts. Juke boxes, too, are permitted to use copper. (Continued on page 76)

Notice

While the copper situation has been temporarily eased thru the amendment of Order M-12, it is to be stressed that the situation is still far from normal. The copper easement is only temporary—and the restriction is still excepting meals, necessary to other metals. It is necessary to continued production of coin machines still hold. Cobalt, nickel, steel, aluminum and many other items just as necessary to continued quantity production of coin-operated equipment are under government orders.

Games, Phonos Skayed in Colo. By Legislature

DENVER, Feb. 24.—Colorado legislation to permit operation of juke boxes and amusement games in places where liquor is sold is new law. The governor approved the measure which was placed in effect immediately.

Purpose of the law is to define "restaurant" as any "establishment provided with special space and accommodations where, in consideration of payment, meals are habitually furnished to guests, and whose principal business is the sale of meals and in which room, food, drinks and tobacco and where, meat, vinous and spirituous liquors shall not be served by means of any mechanical device, or hotel and in which a bar is maintained as a restaurant, and any hotel not maintaining a restaurant regularly open to the public, and accommodations where meals are habitually furnished to guests

(Continued on page 72)

NO NAVY BELLS So Personnel HI-HOSILVER

As the personnel of the Navy's new ship, the USS Zumwalt (DD-961), is being assembled at the Naval Shipyard, the Navy has announced that it will not allow the use of bells in the ship's quarters.

A case in point is the U. S. Navy yard which before the passage of the Johnson bill (The Naval Shipyard Act) had a long history of bells in the ship's quarters. The bells were used to signal the crew to the ship's quarters. The bells were used to signal the crew to the ship's quarters.

40 Yard Pat Moie Fun Score for Coin Op

PHILADELPHIA, Feb. 24.—The new federal law prohibiting interstate commerce shipments of slot machines and also banning the machines from army and navy installations seemingly has had a pronounced effect on the market.

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"PREPARE NOW FOR EMERGENCIES"

What Smart Operators Are Doing To Get Set For Shortages

This is just one of more than a dozen vital features and reference lists to be published in

The Billboard 1951 Juke Box Special, Dated Mar. 17—Out Mar. 13

VENDERS GREENE CIGARETTES AT 12 NEW SUBWAY STATIONS

111 Units in 4-Mile Tube Bring Total CTA Op to 769 Machines

CHICAGO, Feb. 24.—Vending equipment, to the tune of 111 new installations, will greet Chicagoans riding the new Milwaukee, Dearborn, Congress subway line, opening tomorrow (25).

Robert Guy, Chicago Transit Authority (CTA) commercial engineer, said that with the placement of additional vending equipment along the four-mile, 12-station subway route, CTA will have 976 beverage, candy gum, nut and scale units scattered throughout its metropolitan ed and sub-

way system. As in the older ed and subway spots, equipment on the same basis. Transmiles has installed penny candy, nuts and M&M's Merchants, and set up 10 four-selection beverage vending machines at each station. Both firms hold five-year contracts permitting vendor operation until December 31, 1954.

New Equipment
A break-down of new vending equipment installed in the subway extension follows: 23 penny candy (chocolate), 23 nut and 43 gum machines, in addition to the 10 beverage machines. Guy said vending of hot sandwich units as a standard part of the CTA's new vending operation was desired by CTA. Official approval resulted from the seven-machine test run year when Timm Industries' units, vending assorted sandwiches at 20 cents each, were placed by Mechanical Merchants. (These units

have since been withdrawn.)

In addition to the sizable expansion of vendor operation due to the same basis, Transmiles has installed penny candy, nuts and M&M's Merchants, and set up 10 four-selection beverage vending machines at each station. Both firms hold five-year contracts permitting vendor operation until December 31, 1954.

Comparative Figures
Comparison to 1948 installations show an increase in all types as follows:

Penix Units	1948	1951
1-Cent Candy.....	143	221
Gum.....	23	310
Nuts.....	23	267
Beverage.....	0	85

Totals..... 732 976

Vendor Earnings
While exact figures have not as yet been compiled, Guy reported CTA's 1950 vendor earnings were approximately \$84,000, of which \$33,000 was derived from Transit Merchants. (Continued on page 66)

Canteen Sales Up 20%; Two New Boardmen

CHICAGO, Feb. 24.—American Canteen Company of America reported sales of \$6,033,665 for the first quarter of the fiscal year, comprising the 12 weeks ended December 23, 1950, were \$1,095,415, or 20 per cent over the \$4,938,252 volume for the same period in 1949. Net income for the first quarter of the 1950-51 fiscal year was \$194,387, or 37 cents per share, compared with \$166,086, or 34 cents per share for the corresponding period a year ago.

Charles Vanover, chairman of the board, announced the election of two new directors to the board at the annual shareholders' meeting Tuesday (20), to replace J. J. Cavanaugh and Paul Skinner, who resigned. New directors are William J. Lawler Jr., a partner in the firm of Hornblower & Weeks, Chicago, and Frederick L. Schuster, agricultural and business consultant, of New York City. All other Canteen directors were re-elected, as were the corporation officers, following the annual meeting.

Candy Vendors Click in Parks

COLUMBIA, S. C., Feb. 24.—Candy machines in city parks are paying off in this area, operators report. The park machines have been in operation for some time.

Vendors are doing well in assorted locations here with C. L. Tyler has found enough biz for two of his Select-O-Matics in an automatic car wash.

Juice machines, depending largely on soldiers from Fort Jackson for patronage, are also better now that the Dixie Division has swapped the population of this installation.

Ops Seen Placing Cup Machines in N. Y. Post Offices

NEW YORK, Feb. 24.—Postal authorities here will soon enter direct negotiations with vending operators leading to the placement of cup vendors in post office work areas. It was learned this afternoon that the Dixie Division has agreed to a deposit of \$25,000 for the first installations will probably be in Manhattan and the Bronx, according to a department spokesman.

A recent policy switch reversed a long-standing ban on coin vending equipment in federal post offices. The Billboards have reported. Under the revised regulations cup machines may go into the post offices provided they are not used for the sale of refreshments.

The post office representative said a survey of potential locations for machines had already been completed here. Since the regulations are new, he disclosed, many operators have applied for operating rights. However, no contract commitments have yet been made.

Tobacco Biz Poses Tribute to Greene

NEW YORK, Feb. 24.—Robert Z. Greene, president of the Rowe Corporation, received a special award Tuesday (20) "for his distinguished service to the cause of motherhood."

The award was presented by the allied trades division of the National Conference of Mothers of Children, Inc., sponsored by the allied trades division of the National Conference of Mothers of Children, Inc.

James A. Farley, former U. S. postmaster general, made the award. New directors are William J. Lawler Jr., a partner in the firm of Hornblower & Weeks, Chicago, and Frederick L. Schuster, agricultural and business consultant, of New York City. All other Canteen directors were re-elected, as were the corporation officers, following the annual meeting.

Herbert A. Kent, president of P. Lorillard, was chairman of the event staged to honor Greene and further the aims of NCCJ as a highlight in the national observance of Brotherhood Week.

Greene Tribute
Farley, alluding to the many friends he has in the tobacco industry, paid high tribute to Greene "who has given so liberally of his time and money to the worthy cause of motherhood."

"I wish there were many more in this nation," he added, "who would equal his devotion to the cause." Then turning to the guest of honor to present the Silver World Brotherhood award, Farley declared:

"Mr. Greene, you are to be congratulated on receiving this award. It comes to you from those who are proud to be associated with the family with your efforts in its behalf."

Accepting the award, Greene told his recent visit to Pakistan and India and gave an explanation of the award. He said that the award was given to him for his religious intolerance in the cause of motherhood. (Continued on page 66)

\$ SHARE PLANS SEEN OP AID IN LABOR '51

CHICAGO, Feb. 24.—Increased use of profit-sharing plans for employees is being advanced as one operator's answer on how to retain workers and at the same time increase their efficiency in spite of a leaner competition in the labor market. While not a general trend, the gradual spread of such a supplementary earning plan for route personnel is indicated by operators, reports a survey from various sections of the country.

Chicago, Food-O-Matic, Los Angeles, operating cigarette, car 'y and beverage vendors, states firm's employees now receive a dividend amounting to a base salary which is applied against a percentage of the gross business received by workers periodically receiving dividends over their base pay based on the total dollar volume. Russo says this not only serves to an honor but also is an incentive for better work as it makes each employee a "partner" in the work of the firm. (Continued on page 66)

Cig Operation in Charges Hands

LOS ANGELES, Feb. 24.—Automatic cigarette vending machine, Everett, Wash., a cigarette vending operation, has been sold to Sterling W. Wymann, a partner in Dan Bracken. The deal was consummated this week by Al Wymann, Wymann's partner in the Wymann Wymann Co., Seattle, Wash. Wymann bought the Everett operation almost a year ago.

Wymann said he had secured the area between Seattle and the Puget Sound area. He returned here following the transaction. The sale price was not disclosed.

Dixie Cup Co. Shifts Sales Representatives

EASTON, Pa., Feb. 24.—Two changes in its automatic drink vending and food container division were made by the Dixie Cup Company. Harry B. Hustwick, transferred from the Southwest to New England, now covers Maine, New Hampshire, Eastern Vermont, Eastern Massachusetts, New York and Eastern Connecticut. Richard Bonner, replacing Hustwick, will cover Florida, Georgia, Alabama and Eastern Tennessee.

READY SUBWAY OP PARIS

PARIS, Feb. 24.—France's largest vending machine operators, Societe Des Appareils Automatiques, are now in the final phase of a contract negotiation with the government for placement of candy and gum machines in Paris subway stations. M. Paul du Chayla, a director in the firm, predicts the total number of subway installations will reach 600 units.

The chief problem, according to du Chayla, is that of coins. He says France has just started minting 20-franc pieces to replace paper notes of the same value. However, people have them in their pockets as yet. Adding to the difficulties, the 10-franc coin will be replaced shortly by one smaller in size.

Md. Vender Ops Form New Assn.; Name Hupp Pres.

CUMBERLAND, Md., Feb. 24.—First move toward formation of a vending machine operators' association in Cumberland and Allegany counties was effected at a meeting in the Hotel Cumberland.

Hupp was elected president. The association will meet at its second meeting this week, at which time the name of the new association will be selected. Most of the first session was devoted to discussion of the terms of Cumberland's proposed tax on operators of vending machines.

Corporation of America, Coral Gables, Fla., offers employees a percentage of net earnings each month in addition, schedules are worked out so any worker may have a short time off at a moment's notice without loss of pay. This is in addition to the standard two weeks vacation with pay per year.

Russo says he will rely on these four factors to attract needed replacements in the lighter labor market. He is also stressing freedom from supervision common in factories; (2) allowing time off when necessary without loss of pay; (3) stressing the room and appreciation of initiative; and (4) the opportunity to share in the company's profits.

VIEWING AND CHEWING

VIEWING AND CHEWING Cites Reasons Behind Theater Vender Success

PITTSBURGH, Feb. 24.—Just as most women die out frequently, vending machines in theaters today go to the movies and will continue to send their youngsters to the movies for entertainment, and candy, even if the price of sweets is up.

Sam S. Moore, branch manager, Tri-State Automatic Candy Corporation, points out that candy is a popular item at theater events, people do not hesitate to pay 20 cents for soft drinks, and candy, as they stand in line to buy groceries, buy confections on the spur of the moment.

Impulse Buying
"If people walk into a nice theater, see good merchandise in the vending machine and buy it," says Moore. "Children, for example, like Good and Plenty and Juicy Fruit, and they consume very little. Having only a nickel, they want their money's worth."

Vending patrons are discriminating purchasers, and selling candy is a hard sell, says Moore, "will sell like mad."

Ala. Appoints H. Maloy Field Mem ship Head

Peterson New P-R Asst.; To Expand Assn. Services

CHICAGO, Feb. 24.—National Automatic Merchandising Association announced Monday (19) the appointment of H. F. Maloy as its new field membership director. C. S. Darling, executive director, stated the move was made to expand membership services made necessary by the national defense emergency.

Announcement was also made of the addition to the staff of Mrs. Vivian A. Peterson, assistant to C. S. Darling, director of member and public relations. She succeeds Donald S. Mahan, now director of publications for Cummins Engine Company, Columbus, Ind.

Plan Region Meets
Maloy will work in co-operation with association officers and staff to develop, plan and conduct local meetings for present and prospective members in Alabama.

Prior to his previous connection, as partner in the Chicago fur firm Vitzky & Maloy, since 1945, Maloy was active in trade association work for a period of 20 years. He was also active in the fur industry of Chicago, and editor and publisher of the association's (Continued on page 66)

Pa. Op Sells Route; Awaits Service Call

EASTON, Pa., Feb. 24.—John W. Mason, who started in the vending machine field here as an operator three years ago, at the age of 18, has sold his route of 83 vendors to the Easton area. He was recently advised he would shortly be called into the armed services.

After graduating from high school in 1948, Mason purchased his first bulk vendors and started a route which was to be run as a part-time affair. He started a printing company, the Easton Printing Company here and continued with that firm. He is included in the sale were gum, candy and nut machines.

Sale price of the equipment and stock was \$17,500.

New Calif. Firm

SACRAMENTO, Feb. 24.—Sessany Corporation has been organized in California to conduct a vending machine business. Authorized capital is listed as 100 shares of \$100 each.

The company is located in Delaware corporation with principal office at 3550 Delmar Boulevard, San Diego, Calif. The Los Angeles, California agent.

MOA Convention To Air Scott Bill, NPA Orders

Info in Other Departments

Org To Map Fight Against Music Proposal; Plan Three-Man Committee

WASHINGTON, Feb. 24.—A call for an immediate drive against the Scott juke box copyright bill (The Billboard, February 17) will be sounded at the Music Operators of America annual convention in Chicago March 19-21, it was announced here this week by Hirsch De La Viaz, president of the Washington Music Guild.

De La Viaz said the Scott Bill would hurt the agency. He said that he had consulted with George

A. Miller, national chairman of MOA, and had informed him that the Scott Bill might be quickly "lame" by Congress unless quick action is taken. The bill HR 2465, sponsored by Rep. Hugh Scott Jr. (D., Pa.), would end the present exemption of juke boxes under the copyright act. The bill was one of two copyright amendment proposals sponsored by Scott February 7. Both bills are identical to measures sponsored by Scott in the 81st Congress which rejected them.

A three-member MOA subcommittee will be designated at the Chicago convention to represent the music operators in opposing the bill, De La Viaz said. The committee will probably include Sidney Levine, of New York, MOA

counsel, and De La Viaz, with a third member still to be chosen. The group will request a hearing on the bill before the House Judiciary Committee where both measures will be heard.

Lengthy hearings were staged on both measures in 1947, but it felt that a request for new hearings this year would be justified because there are several new faces on the Judiciary committee in both houses. De La Viaz said that MOA "will want to go on open record with its arguments at the hearings because once the members of the committee are made aware of the unfairness and discrimination involved in this legislation they will surely vote against it."

De La Viaz, also said that MOA may recommend that the Phonograph Manufacturers' Association join forces with MOA in the drive against the legislation. The Scott Bill, to require payment of royalties to copyright owners for playing of disks on coin phones, is strongly advocated by the American Society of Composers, Authors and Publishers.

Besides the Scott Bill, other major issues up for consideration by the MOA convention will include the effect of National Production Authority controls on the juke box industry. A report on the various controls will be presented to the conclaves at the Palmer House in Chicago.

Jukemen Study Highlights 100% Cost Increases

NEWARK, N. J., Feb. 24.—A special committee of the Music Operators of America Guild has issued a report on recent increases in operating costs in this area, many of which are applicable in widespread parts of other phonograph territories. Committee member Emanuel Ehrenfeld, of Passaic, and Jules Dichter, of this city, reported the following cost hikes, all experienced during the last six months:

Records, 6 cents; tubes, 50 to 100 per cent; "if available," labor 10 to 15 per cent; air maintenance, including cost of tires, 20 per cent; seat replacement parts, 25 per cent; accessories such as fluorescent lights and bulbs, 15 per cent; P. O. envelopes, 10 to \$100 plus a 15 per cent boost in sundry business costs such as bookkeeping and telephone use, etc.

The study also points out that (Continued on page 72)

Williams Sells Music Sales to Blacklock Distrib

NEW ORLEANS, Feb. 24.—Sale of Music Sales Company, distributors here for Universal, Genco, Williams, Coral Records and other coin products, to International Phonograph Company, Inc., was completed this week. The Music Sales company was founded by R. E. (Bud) Williams of Memphis, to International Phonograph, of New Orleans, of which it is a subsidiary. The Music Sales Company name will be changed to Delta Music Sales Company, and will continue operation at the same location. (Continued on page 72)

Belgian Firm Named Distrib By Ristaurat

CHICAGO, Feb. 24.—The Ristaurat Chicago Division has announced the appointment of the General Trading Agency as distributor in the Midwest for the Joe Caldron manages the export firm.

General Trading has headquarters at 109 Constitution Street, Antwerp, Belgium, and is headed by Mathieu Simon. It is one of the largest distributing companies on the continent and also handles products of H. C. Evans & Company.

Ristaurat is in production on the Ristaurat 45, a coin-operated non-selective 45 r.p.m. counter box, three 45 r.p.m. industrial models for large offices and factories, and also manufacturing facilities. Firm will debut a selective coin-operated counter juke at the Music Operators of America (MOA) convention at the Palmer House, Chicago, March 19-21.

Among the stories of interest to the coin machine industry to be found in the General, Music and other departments up from in this issue of The Billboard are:

MAJORS, INDIES VIE IN DISK FIELDS. Biggies gobble up grooves, move on R and B. Indies hold on LP classically (Music Department).

VICTOR MOVES TO COMPETE IN LP-POP FIELD. The diskery plans a full-scale platter program (Music Department).

CORAL TO LAUNCH R AND B INVASION. The diskery plans wide-open operation within two months (Music Department).

VEGA GETS RIGHTS TO 10 MASTERS. The songwriters' co-op okays reproduction for wider distribution (Music Department).

And other informative news stories as well as the Honor Roll of Hits and pop charts.

Ops Go to Time on County-Wide Basis

CHESTER, Pa., Feb. 24.—Operators here and throughout surrounding Delaware County are now on a seventh week of sustained conversion to dime phonograph play, and reports "highly favorable" so far.

Half the estimated 2,500 machines in the county have already been switched, and the remaining jukes are being converted as rapidly as servicemen can be assigned the extra duties.

Route owners stress the changeover is not an experiment and they look on the new price peg (one play for a dime and three for a quarter) as permanent adjustments necessitated by rising costs at all levels of route management.

Before launching the current drive, a test was made at the two-for-a-dime and six-for-a-quarter rate. After a temporary rise, income came off and the experiment was abandoned. It was then that the step to the higher rate was contemplated.

In locations where the dime rate has already been instituted operators

state that play, disk-by-disk, is approximately the same as it was in the past. The typical pattern is for play to dip for the first few weeks following the change and then build up to approximate the previous volume.

Operator strategy in making the switch adaptable to locations and patrons is to blanket a specific area at a time with machines fitted for dime play. Should strong opposition be met in an area, it is loop-frogged and an adjacent section converted. Later, the operator doubles back on the nickel "island," finding it already offered to the kids.

Storekeepers Benefit

Charles Hannum, business manager of the Delaware County Music Operators' Association, declared that storekeepers are the first to benefit from the doubled rate. Many of the machines in the county are placed on top-money deals, which the storekeeper must come to equal the operator's first take before the balance is divided. (Continued on page 72)

Merchandising Music

DIME PLAY . . . That dime play is subject being discussed through the country today is an established fact. George Wohlers, Stillwater, Minn., operator has some thoughts on the matter, and expresses them as follows: "In answer to the dime play on music boxes (proposals) it will have to be an all-out effort by all operators, with the tag-alongs having to fall in line."

Wohlers feels the time is now ripe for the formation of operator groups, and he also says that once the organizational work is completed, then the race to a dime can be attempted. He cites as an example of success the increased prices of standard nickel items that have taken place in the last six months.

OUTLOOK BRIGHTENS . . .

Indies Distrib in New Quarters

INDIANAPOLIS, Feb. 14.—Southern Automatic Music Company, Inc., headed by Sam Weinberger, has moved into expanded quarters with only 10,000 square feet of floor space. After waiting six months for completion of the new building, the firm has made its fifth move to larger quarters in the last 20 years.

Weinberger said a more completely stocked new parts department and a larger service department with ample tools and equipment are provided at the new address, 129 West North Street.

While one of the severest winters in recent years hit the juke box business in the Suffolk, Va., area this year, Kelley E. Pace, City Music Company, operator here, lining has appeared in the overcast skies. He says the recent thawing of ship building contracts in the Tidewater Shipbuilding yard means added money for many workers—hence added juke box plays. This is a pattern which is expected to expand to other defense areas as more and more government contracts are awarded.

PROGRAMMING PROCEDURE
Newt Edgar, Middletown, N. Y., devised a programming method for all his phonographs which he (Continued on page 72)

Disk Distribs Concentrate in A To Offer Juke Ops Better Service

By SAM ABBOTT
LOS ANGELES, Feb. 24.—Record distributing firms are moving West Pico Boulevard, affording music operators almost any label they may desire. As the companies located in the vicinity of Pico-Vermont, the coin machine center, phonograph ops can now centralize their buying.

The field was comparatively dormant for several years with the operators being forced to scout for distributors with various label lines. This condition no longer exists with two firms being established on coin row within the last two months.

One year ago there was no one-stop record service in the city. Although this type of selling had been

well established in other sections, particularly New York, the local shops never seemed to get around to establishing disk merchandising. The war, which brought out many new labels, may have brought about the change.

First to enter the field was Jack Gutsahl, who moved from operating to distributing and then to retailing. When companies such as Modern, Gill Edge, Exclusive and others started to enter the field, their early national distrib was Gutsahl. The companies soon felt the need to have a local distributor and set up the means of doing it. Gutsahl also represented the new label lines.

William Leuenhagen installed his Record Bar just about the time

that the labels manufactured in that area were going on their own. However, he limited his distribution to the immediate area and Southern California. The business has been handled by the company of Mary Solle, and today the spot is one of the most popular gathering places of music men in the area.

While the field looked lucrative, California Distributing Company, which operates some 60 music machines in Miami under the name Atlas Amusement Company, believes most ops place too much emphasis on giving locations shiny, new machines and not enough on records that will sell.

"I operate older equipment than most men in the business here," said Lemlich, "but I have found that as long as I do a conscientious job of keeping the machines clean and giving the customer the best records he wants, my business continues to grow."

Op Takes Up Platters First, Jukes Second

MIAMI, Feb. 24.—Irving Lemlich, who operates some 60 music machines in Miami under the name Atlas Amusement Company, believes most ops place too much emphasis on giving locations shiny, new machines and not enough on records that will sell.

"I operate older equipment than most men in the business here," said Lemlich, "but I have found that as long as I do a conscientious job of keeping the machines clean and giving the customer the best records he wants, my business continues to grow."

Lemlich watches the trend pattern in sepias and hillbilly tunes. Series favorites like the Negro locations and hillbilly songs are a draw in taprooms patronized by Miami's thousands of so-called "Georgia Crackers."

The friendly name given visitors from the Peach State. Lemlich sums it up this way: "It's (Pee) Blum is the king of the business, and he has the machines and not music. In the final analysis, giving the location the place of the music machine is much more important than the operator's knowledge of his customers' preference, is the best way to increase grosses."

Expanding Rep's Coverage

GRAND RAPIDS, Mich., Feb. 24.—United Distributors, Inc., Wichita, Kan., has been added to the list of companies in the area. It now covers for AMI, Inc., Detroit, with the addition of the new territory, will now represent the entire AMI line in Kansas, Richardson County, Nebraska, and 10 counties in Western Missouri.

(Pee) Blum is president of United Distributors while M. Hammer is secretary-treasurer. Clyde Gage is secretary of the firm. Blum stated firm headquarters will continue in Wichita, and that service facilities will be expanded to handle the entire territory. (Continued on page 70) story.

LIST OF FAVORITE JUKE BOX

STANDARDS AND RECORDS AVAILABLE

The Billboard 1951 Juke Box Special, Dated Mar. 17—Out Mar. 13

to be published in



Tough as a Rhino!



● THE STURDY, DEPENDABLE AMI MECHANISM IS PROTECTED BY AN EXTERIOR THAT'S TOUGH AS A RHINO'S

HIDE ● "C'S" CABINET OF MARINE PLYWOOD STANDS OFF HEAT... COLD... DAMPNES... HARD KNOCKS ●

● IT'S DOME OF DURABLE, CLEAR PLASTIC WITHSTANDS BREAKAGE ● KICK PLATES TAKE THE SHOE SCUFF

AND "C" MOVES WITH A SURE FOOT ON STEEL-MOUNTED CASTERS BOLTED THROUGH THE CABINET ●

● STAMINA, RUGGED STRENGTH AND ROBUST TOUGHNESS SAVE MONEY, MAKE MONEY FOR OPERATORS ●

AMI *Incorporated*

GENERAL OFFICES AND FACTORY, 1500 UNION AVENUE, S. E., GRAND RAPIDS 2, MICHIGAN

Disk Distributors Concentrate in L.A.

Continued from page 58

before the doors were closed. Mercury Records saw the need for distribution in this area about five years ago and created its own outlet. Harry E. Bloom heads the office with service in Southern California, Arizona, New Mexico and El Paso.

About three years ago Modern Distributing Company came into the picture with Mike Kurland heading the firm. The firm serves Southern California and Arizona on Coral, 4-Star, Brunswick, Artist and Key labels.

Spanish Dicks

About two years ago the Record Merchandising Company, headed by Sid Talmadge, opened and began to specialize in Spanish flavored disks as well as rhythm and blues. The firm today handles Africa, Philmo, Tri-Color, Cadis, SMC, Mexico, Tri-Color, Roost, Royal Roost, Vida, Signa-

ture, Sittin' In and Globe. Tony Salgado handles the orders for the company.

Globe Records, which started out as a presser of rhythm and blues, has been bought by Max Urban. The firm now confines its catalog to Spanish music and handles its California territory through Record Merchandising. Globe maintains offices on coin row but does not distribute.

Are Distributing Company, headed by Charles Washburn, handles Coast and Peerless records. Washburn also heads the platters. National West Coast Distributors, also in this marketing area, handles Question Mark records.

King Oule

Serving the area of Southern California, Arizona and Nevada for King, Federal and Deluxe labels is the King Records, Inc. The local

company is headed by Al Sherman. This distributing unit has been on coin row for nearly a year, moving here from a location near downtown Los Angeles.

The two latest firms to join the coin row family are California Record Distributors and Central Record Sales. California debuted about a year ago and is headed by Lester Koehn with Jack Lewerke. The firm is primarily interested in Southern California sales. Its representation includes Discovery, Down Home, Jump, Commodore and Aico, the latter a classical line.

Central Record Sales held its formal opening February 10. Headed by Jim Warren, it serves the area south of Fresno to the Mexican border. Its label line includes Aladdin, Apollo, Atlantic, Chess, Derby, Dial, Gotham, Holly, New Jazz, Prestige, Jazzcock, Pan-American, Premium, Specialty, Spring Time, Mercer, Dot, Gayety and Children's Record Guild.

Warren comes into the field with experience in record selling. He started in 1945 with Exclusive and handled the New York distributing office. Central has Eddie Ray as inside salesman with Lou Stoken and Jack Andrews on the road.

The new firms along with the established ones make it easy for operators to pick up their record requirements without too many stops.

Leuehagen has the largest number of labels in stock and the line also includes Columbia, Capitol, Decca and Victor. The firm is often called upon to supply needs of companies, both with the war, that have suspended pressing.

2 JUKES STAR IN CHI VAUDE

CHICAGO, Feb. 24.—Local Wurliizer rep, Cowen Distributing, and the Oriental, a first-run local theater, combined this week in a promotion on the two new Wurliizer phonos, models 1400 and 1450.

Theater is featuring on its stage Eddie Hubbard, a disk jockey, and his Chesterfield ABC Club. With the exception of a novelty act, the bill is filled with recording artists including Guy Mitchell, Ken Griffin and Betty Chapel, all local favorites.

Simkin promoting the jukes features a 1400 and 1450 located either side of the juke to intro each performer. Hubbard supposedly drops a coin in one of the juke to intro each performer, with the pit and the live artists taking over from that point.

Record Reviews

Each of the records reviewed here expresses the opinion of the member of The Billboard music staff who reviewed the record.

ARTIST LABEL AND NO. TUNES COMMENT

Continued from page 32

POPULAR

RAY NOBLE ORK
The Shave Araby
COLUMBIA 31857—Excellent instrumental with effectful mood of a shanty, almost hypnotic. A really most impressive record.
82-85-81-80

VAMPYR
Asteroid stilette comes back here in new dress and with new lyrics spinning a crackling, chic, Midwestern waltz-romances and personae performance. A worthy disc.
83-85-82-82

LES BOWEN ORK (Switch Stone)
Cheer-Chip-Hey-Tay
COLUMBIA 31858—A Chinese music series as the typical bar for a rhythm number done in a dramatic by the Brown music and vocal ensemble. Switch Stone shows the way on the solo guitar chord. Amazing and dancing.
76-80-72-76

COLUMBIA THE GAY OF THE COAST
The Gay Coast singing their down-to-earth patriotic piece in fairly attractive style but doesn't make the record Ray Anthony more in commercial spirit.
70-72-67-70

LES BOWEN ORK—CHAMP BUTLER
Be My Love
COLUMBIA 31857—A new dance reading of the hit ballad with some interesting guitar playing in a strong new vocal effort.
72-75-70-70

In the Land of Make Believe
Presented dance of a new and new unattractive ballad which includes some interesting guitar playing.
68-70-66-68

MIL TORRE (Fats Ragala ORK)
Sailin'—Up on the Heavy City
COLUMBIA 31859—A new dance reading of the hit ballad with some interesting guitar playing in a strong new vocal effort.
72-74-71-72

You're Helping To Be a Babe With Me
Gentry Bette etc.
This is from a hit song Capitol disc, spreading his victory flag over a new old ballad due to be reviewed in the "Lullaby of Broadway."
78-80-77-80

SUDDY COLE
Tillie Tillie
COLUMBIA 31857—A new dance reading of the hit ballad with some interesting guitar playing in a strong new vocal effort.
83-84-82-82

Sammy Davis Jr.
Wipe It Single on the Kymphony, Buddy treats the disk as naturalistic music for an auralistic act. Shifting tempo which could have been more convincing. Some "Buddy" potential in the act.
80-82-77-80

KITTY KALLEN (George Szeve ORK)
Last Night My Heart Caught the Ocean
COLUMBIA 31859—A new dance reading of the hit ballad with some interesting guitar playing in a strong new vocal effort.
68-68-68-68

You Want Some Love
Kitty starts in a pleasant reading of this country love turned pop song, backed at the way by a few Szeve rhythmic work. A good dance disc.
75-77-72-75

Dick Todd (Fats Ragala ORK)
She's My Center City
COLUMBIA 31859—A new dance reading of the hit ballad with some interesting guitar playing in a strong new vocal effort.
76-77-74-76

CHARLIE BARNET ORK
Spain
CAPITOL 31857—A new dance reading of the hit ballad with some interesting guitar playing in a strong new vocal effort.
74-79-72-71

Armed the Rainbow
Armed the Rainbow
Armed the Rainbow
Armed the Rainbow
75-80-72-72

EDDY HOWARD ORK
I'm All That's Left of Old Quebec
MERCURY 3098—Eddy delivers a wonderfully interesting mood just on opening, times having led to the title of "That Old Gang of Mine." The few performance lines this one "bigger" potential.
85-86-85-85

AROUND THE WORLD
Around the World
Around the World
Around the World
77-78-76-78

SING CROSBY-TOMMY DORSEY ORK
You Got Some
DECCA 27487—A new dance reading of the hit ballad with some interesting guitar playing in a strong new vocal effort.
79-82-77-78

Then You've Never Been Blue
Then You've Never Been Blue
Then You've Never Been Blue
Then You've Never Been Blue
79-82-78-78

DENNY VAUGHAN ORK
You Young
CORAL 32353—Lively rock swing giving Vaughan's B-Bing and vocal prowess makes much of the new rhythm and blues ballad of the day. Denny could start the ballad by the song if it is not so good.
85-86-84-84

I Love the Way You Are
I Love the Way You Are
I Love the Way You Are
I Love the Way You Are
81-82-81-81

SPICE JONES & HIS CITY SLICKERS
Peter Cottrell
VICTOR 15437-4355—Jones and Company make a neat slice of this same thing which should have been at least a little bit of competition for the hit Gene Krupa swing.
81-85-82-75

Rhapsody From Hungary (Jazz)
Rhapsody From Hungary
Rhapsody From Hungary
Rhapsody From Hungary
81-80-83-80

TOMMY DORSEY-VICTOR YOUNG ORK
You're the One
VICTOR 15437-4355—A new dance reading of the hit ballad with some interesting guitar playing in a strong new vocal effort.
77-80-77-75

The Searching Wind
The Searching Wind
The Searching Wind
The Searching Wind
77-80-77-75

BLUE VAUGHAN ORK
Let Me Be
CORAL 32353—Lively rock swing giving Vaughan's B-Bing and vocal prowess makes much of the new rhythm and blues ballad of the day. Denny could start the ballad by the song if it is not so good.
85-86-84-84

(Continued on page 72)

NOW—AND YEARS FROM NOW—
You Can Rely on the Performance You Pay for When You Buy

EVANS' 20 Record, 40 Selection

Because Dependability must be your "buy" word in times like these, exercise utmost care in your choice of photographs for the long haul that lies ahead. Stress dependance. Invest on proof of trouble free, low cost, profitable performance. Check on non-spoiled and lasting reproduction.

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AVAILABLE NOW—Evans Record Play MCM, Tenants for Original Constellation. CENUE PARTS for MCM, Tenants for Original Constellation. Music, Emprints, Original Constellation.

H. C. EVANS & CO. 1556 W. CARROLL AVE. CHICAGO 7, ILLINOIS
Evans' Profit Stimulators, Pages 78-81

COMING Your Way

the Dramatic New

RISTRAUCRAT S-45

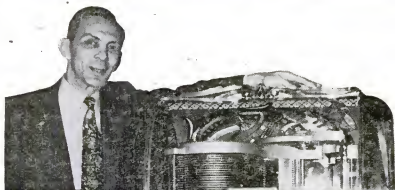
12 Record SELECTIVE Model Music Box

It's completely different!
A symphony of beauty, featuring simplicity of mechanical design and trouble-free operation.



RISTRAUCRAT, Inc.
1236 E. Wisconsin Ave. Appleton, Wis.

ALL-TIME BEAUTY WINNER

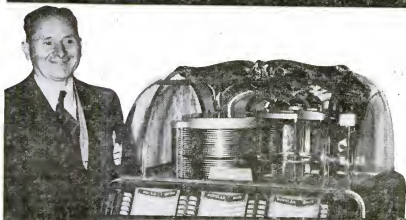


"The new 48-Selection, All-Speed Wurlitzer is the smartest looking phonograph in the history of the industry. It's landing locations on its beauty alone. Once in action, that same beauty makes it the center of all eyes. Everybody buys its music."

SARKES STEPHEN

Stephen Amusement Company, Kenmore, New York

ALL THE SELECTIONS YOU NEED - 48



"Last year some locations asked for phonos that play more than 48 selections. Now it's different. They learned 75% of the play is on 8 or 10 top tunes—that more than 48 selections causes confusion—delays selection. They are enthusiastic over the new 48-Selection, All-Speed Wurlitzers."

SAMUEL GRILLE

Royal Amusement Company, Westerly, Rhode Island

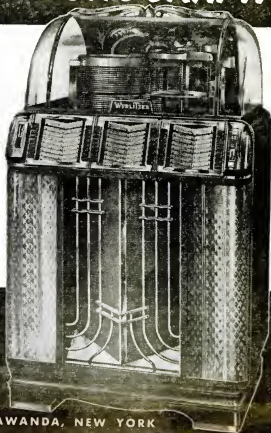
ALL SPEEDS ON ONE PHONOGRAPH

Why buy two when ONE will do?

The smart new Wurlitzer Fourteen Hundred is the only phonograph which can be converted in 30 seconds from 78 to 45 or 33 $\frac{1}{3}$ RPM records.

No obsolescence of your 78 RPM records. No headaches no matter what happens to record supplies, record sizes or record trends.

The most beautiful, versatile, tuneful, flexible phonograph ever built—and they are proving it on the only proving ground that counts—America's top locations.



WURLITZER

Fourteen Hundred

THE RUDOLPH WURLITZER COMPANY • NORTH TONAWANDA, NEW YORK

Williams Sells

Continued from page 68

704 Baronne Street, New Orleans, with the same personnel and policies, Biackok said.

Sale of the company means withdrawal of Williams from the New Orleans coin machine field for the time being.

Biackok, also is head of F. A. D. Distributing Company, distributors for Wurlitzer machines, Bandbox and other musical and game machines. He also operates businesses in Atlanta and South Carolina.

MOA TO DEBUT CHI COIN UNIT

CHICAGO, Feb. 24—Chicago Coin Machine Company announced this week the firm will show its 45-p.m. counter model music machine at the Music Operators of America convention at the Palmer House here March 18-21. Firm will also exhibit the Band Box, a new play stimulator which can be used with any standard machine or hide-away now on the market.

Jukemen Study

Continued from page 58

further increases are anticipated via boosts of federal income and excise taxes. These, too, will cut into operating profits, it stresses. Taking note of the increases in route costs, MGA is urging operators to readjust income splits with locations further in their favor. The organization has taken a stand against time play at this point on the ground that the full income potential at the nickel rate has not yet been realized.

Record Reviews

Each of the records reviewed here expresses the opinion of the member of The Billboard music staff who reviewed the record.

ARTIST
LABEL AND NO.

TUNES
COMMENT.

Continued from page 79

ROY ROSS ORK

The Jitterbug Waltz

ORCA. 4578—The Jitterbug Waltz. Walter waltz is handed a sentimental reading by organist Ross and rhythmic accompaniment. Could stand removed—heard in the air.

Ferry Samba

Big band instrumental is a fast and furious samba that gives Ross a chance to exhibit some intricate keyboard work on a Hammond.

90-100 TOPS

80-89 EXCELLENT

70-79 GOOD

60-69 SATISFACTORY

50-59 POOR

71-72—70-70

72-72—72-72

73-73—73-73

74-74—74-74

75-75—75-75

76-76—76-76

77-77—77-77

78-78—78-78

79-79—79-79

80-80—80-80

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90-90—90-90

91-91—91-91

92-92—92-92

93-93—93-93

94-94—94-94

95-95—95-95

96-96—96-96

97-97—97-97

98-98—98-98

99-99—99-99

100-100—100-100

It's a Good Idea
To **WAIT**
and **SEE**

the **RISTAUCRAT S-45**

12 Record SELECTIVE
Model Music Box

A symphony of beauty, featuring simplicity of mechanical design and trouble-free operation. It's completely different!

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See the **S-45**
at the
M.O.A. Convention
Palmer House
Chicago
March 19-21

THE JUKE BOX OPERATOR *and YOU*
in a YEAR OF CRISIS!

Critical year? Absolutely. Yet it is only to say that before '51 is well on its way **MORE PEOPLE** will be spending **MORE MONEY** in **MORE JUKE BOXES** than at any time in the past few years. To the well-informed operator 1951 can be the most prosperous year in a long time.

It will be the guide post for the juke box industry all of '51 and longer. It will review analyses and interpret the pattern set during the last economic crisis. . . it will set the way to the predictable operation for the future . . . it will serve as an operating manual for long term reference.

Keeping operators informed is the **Billboard's** job from week to week. The **Billboard's** 1951 Juke Box Special will do much more.

The **Billboard** 1951 Juke Box Special will be the year's standard reference to the juke box industry. It is an absolute must for everyone who is directly or indirectly connected with that industry.

40 BIG PAGES of FEATURES that help you to answer vital questions.

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- How Will Income and Operating Costs Stack Up?
- What About Manpower Shortages? How Can I Get Train and Field Canteen Help?
- How Do I Go About Advertising Defense Plans as Locations?
- How Much Equipment Will Be Able To Buy and Important Reference Into the Future?
- Top Tunes from 1900 to 1940 and Records Available?
- Favorite Juke Box Standards and Records Available?
- Records Available on the Top Tunes from 1940 to 1950.
- Complete Current Music Play Charts.

Issue Dated March 17—Out March 13

Please enter my subscription to The Billboard for the year, including the 1951 JUKE BOX SPECIAL, issue dated March 17, for which I enclose \$10. I understand that I will receive the personalized "seller made" binder FREE.

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Address _____

City, Zone & State _____

Occupation _____

SEND

CASH

WITH

ORDER.

GET

BINDER

FREE

Continued from page 62

law (see separate story in this section). Connecticut: House 1404 still pending in the judiciary committee. This is a measure to prohibit children under the age of 16 from playing pinballs, providing penalties.

House 170 now in the miscellaneous committee. This would outlaw self-help of coin-operated gasoline pumps or other self-dispensing devices for gasoline.

No action on Senate 107, which would amend Delaware laws to provide fines (\$25 to \$50) for amusement and phonograph operators who fail to affix the State tax decal to each of their machines as evidence the license fee has been paid.

Georgia Tax Repeal

Georgia: State Legislature adjourned until January, 1952, after repealing the nuisance taxes on all types of coin-operated machines. The nuisance taxes will be replaced with a State sales tax law.

House 83 has been indefinitely postponed. This bill would have required county referendums before municipalities could license amusement games. No action on House 84 to repeal the State's existing laws permitting bell machine and salesboard operation.

Illinois: Senate Efficiency and Economy Committee still considering the bill (S. 73) to prohibit the manufacture of gaming equipment in Illinois.

Lower: Senate 3—allowing the State to revoke business licenses on evidence of gambling—has become law in Iowa. Bills, salesboards and games returning coins, chips, plugs or tokens included in the definition of gaming devices in this law.

Kansas: House 330, introduced February 19, would prohibit the manufacture, sale or possession of bells or salesboards, providing for seizure and confiscation. House Judiciary Committee has the proposal.

Vendor Tax Hearings

Massachusetts: There have been hearings on legislation proposing a per-machine tax on vending equipment, but no definite action reported at press time. One bill (House 1499) would put a \$15 annual license fee on cigarette vendors, \$20 on juke boxes, \$10 on pin games and soft drink machines and \$5 for all other machines.

Montana: Legislature here has been busy with bills relating to salesboards and coin machines. House 105, placing a license tax on these simulators, has been passed. Pull cards and similar articles, to pull a card. Taxes boards 2 percent of their gross income.

The Montana proposal to tax pinball machines \$50 per year (H. 146) has been killed after a year of favorable House committee reports. The bill, which exempts pinball machines from the State's definition of a lottery, has been passed. House 109, a broad bill which would have legalized many forms of gambling, was reported unfavorably by the House Finance and Means Committee and killed on the House floor.

Continued from page 62

Nebraska: There was a public hearing Thursday (22) on Bill 65, which would place a \$10 annual license fee on amusement games and juke boxes. No committee action at press time.

Nevada: This State has already exempted itself from provisions of the federal law prohibiting the interstate shipment of bell machines. The legislation was introduced through both House and Senate to protect the State's considerable income from bell machine licenses.

New Jersey: Senate 106, providing for the seizure and destruction of gambling equipment, is in the hands of the Revision and Amendment of Laws Committee.

New Mexico: House 22, to provide legalized gambling on a local option basis, was reported out of committee with a favorable recommendation Tuesday (30).

New York: Flurry of legislation relating to coin-operated washing machines. Senate 1018 would require persons operating coin laundries to disinfest and clean each machine after each washing. This bill was introduced in the Senate in both houses. Senate 1283 would empower New York's cities to pass legislation relating to coin-operated washing installations. All three bills are still in committee.

North Carolina: House 276 would include music and vending machines under the State's list of taxable, personal property for tax purposes and provide penalties for failure to comply. Finance Committee has the measure.

Dakota Bill Postponed

North Dakota: House 785 has been indefinitely postponed in the Senate after passing the House. Would have amended the State law by broadening the definition of equipment to be licensed.

Ohio: Legislature considering a number of bills designed to padlock establishments in which devices of gambling are used.

Tennessee: House 467 has been reported out of committee favorably. It proposes graduated tax on vending machines.

Washington: Senate 146, which would permit the importation of bells, was reported favorably from the Senate Judiciary Committee.

Games, Phonos

Continued from page 62

is likewise declared not to be a restaurant.

Music, Games OK

"Provided, however, that nothing herein shall be construed to prohibit the use in restaurants of orchestra, singers, floorshows, coin-operated machines, or other amusement devices which pay nothing of value and cannot by any means be made into anything of value, or other forms of entertainment commonly provided in restaurants."

"Provided, however, that nothing herein shall authorize nor permit any gambling, the use of any gambling machine or device, favorably by the House Finance and Means Committee and killed on the House floor.



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ONLY *Music Mite* OFFERS ALL THESE ADVANTAGES TO MUSIC OPERATORS

MUSIC MITE DOES EVERYTHING
THE STANDARD SIZE PHONOGRAPH
CAN DO — BUT COSTS LESS —
MUCH LESS!

SELECTIVITY
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SIMPLE
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including "Cancel" Button
accepts up to 40 nickels at a time.

incorporates every up-to-the-minute engineering feature including a FINE TONE AMPLIFIER to which an auxiliary speaker can be attached, a LIGHTWEIGHT TONE ARM with crystal pick-up, VOLUME CONTROL and the famous RCA record changing mechanism.

Its easily understood mechanism requires no special knowledge and the exclusive "IN-ADRAWER" feature permits entire mechanism to be pulled out at once for servicing from the front. MUSIC MITE is light — weighs only 50 lbs. — and can be transported by car instead of a costly truck.



PEDESTAL STAND (Optional)

For those locations where space doesn't limit installation to the bar or counter, you can set MUSIC MITE on this exquisite pedestal type stand. Decorated to complement the cabinet design of the phonograph, MUSIC MITE and its pedestal form one eye-catching unit that captures patron attention in any location.



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HIGH SCORE! POINT SCORE!
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1 Wurlitzer 850E . . . 25.00
1 Wurlitzer 1015's, etc. . . . 19.50
1 Wurlitzer 850E . . . 14.50
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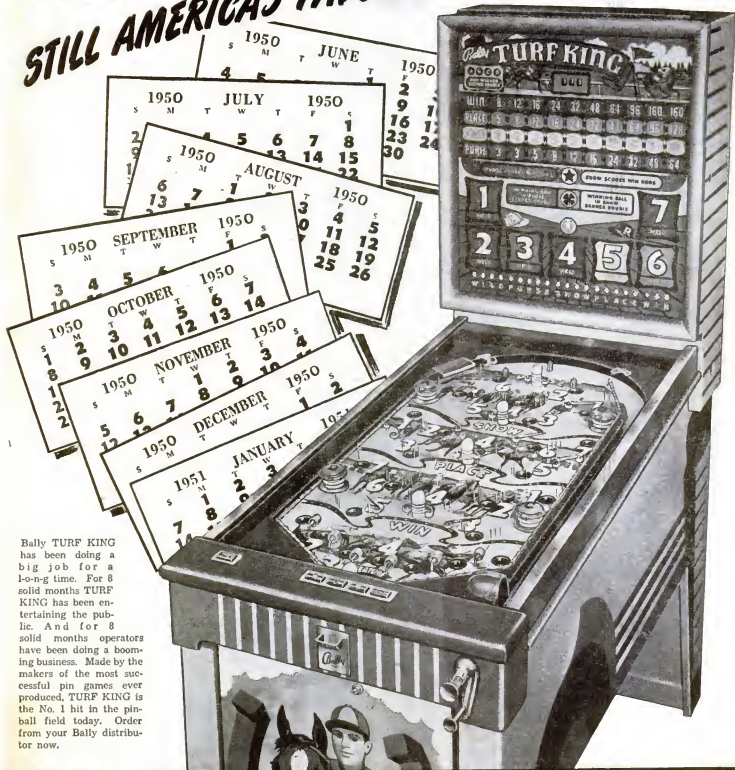
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